

MATT MARSHALL

GAME & UX DESIGNER

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Bali, Indonesia (CAN Citizenship)

LinkedIn.com/marshmatter

EXPERIENCE

Indie

VOIDS WITHIN | 2020 – present

Solo-creating chill cyberpunk city builder *Dystopika*.

Game Director / Designer

RIVALRY | 2020 – 2022

Experimental product prototyping & development, team leadership. Games team of 5.

Head of Design

CIRCUIT STREAM | 2019 – 2020

Product and UX design on multiple VR and web products.

Senior UX Designer

PIXEL TOURS | 2016 – 2019

Feature wireframing, UI design, prototyping or VR Architecture platform and Fintech platform.

Game Designer

BIBA | 2014 – 2015

RUNGO | 2012 – 2013

SKILLS

DESIGN

Figma

Adobe CC

Sketch

Confluence/JIRA

TECHNICAL

Unity C#

Blender

Python

HTML/CSS/JS

AWARDS

FINALIST

Indie Series Toronto | Ubisoft
2021

GRAND PRIZE DESIGN

Hacking Mars | Microsoft
2015

NOMINEE, BEST INDIE GAME

Canadian Videogame Awards
2014

PROFESSIONAL PILLARS

DESIGN & RESEARCH

- **Collaboration on 10+ full product lifecycle projects**
 - Discovery research, user journeys, user story creation, user flows, wireframes, medium and high-fidelity prototypes, and usability/playtesting for games, web, mobile, interactive installation, and virtual reality.
- **Lead game and UX design for multiplayer game product** from ideation to live global operations.
 - Coordinated feature development across multiple product and engineering groups, legal, marketing, QA, and customer support with **wireframes, mocks, user stories, test plans, and prototypes.**
- **Experience in multi-platform products** across web, Android, iOS, Windows, and Virtual Reality.
- **Contributed to design process and tools:** codifying and communicating design systems to increase iteration speeds through component-driven feature development.

TECHNICAL PROFICIENCY

- Advanced user with 3+ years experience in **Figma** built on 3+ years of **Sketch**, and 10+ years experience with **Photoshop, After Effects, and Premiere Pro.**
- 10 years of Unity C# development: **gameplay, UI integration, custom tools, shader development, input, and automated feature testing.**
- Used **Figma** to develop **user flows, wireframes, and UI assets** for a range of engineering teams and projects, covering DevOps, Backend, Frontend, and Game development.
- Proficient in applying **WCAG guidelines** and tests to ensure **user and player accessibility.**

LEADERSHIP & COLLABORATION

- Lead **cross-functional teams** of designers and developers through concepting and process. Oversee onboarding processes, resourcing, one-on-ones, performance evaluation, compensation.
- Lead creation of multiplayer sandbox environment for prototypes to **facilitate feedback, playtesting,** collaboration, and organisational transparency.
- **Presented project updates and deliverables** to executive leaders. Aligned project outcomes with stakeholder and investor needs.
- Cross-department **champion of design vision.** Preparation of creative and design briefs for internal and external teams.

EDUCATION

MASTER'S IN DIGITAL MEDIA

UBC Centre for Digital Media | 2012

BA HONOURS (THEATRE)

YORK UNIVERSITY | 2010