

Cell: 858-539-3743

[E-mail:craig@craigdenning.com](mailto:craig@craigdenning.com)

[OnlinePortfolio:www.craigdenning.com](http://www.craigdenning.com)

Craig Denning

Experience

- | | | |
|---|------------------|---------------|
| 2020-Present | Moblize | Austin, Texas |
| Sr. UX/UI Designer | | |
| <i>Design and shape the products that are central to Moblize's growth strategy. Design compelling mobile and web applications that are intuitive, thoughtful, as to improve the UX/UI for our well analytics dashboard platform.</i> | | |
| <ul style="list-style-type: none">• Work with the SMEs and product team to gain insights from the user perspective for design and interactive purposes.• Implement best UX/UI practices within the front/back end engineering team.• Overhaul current and new UX/UI for web and mobile products.• Communicate designs and their underlying rationale clearly to clients and other team members through journey maps, wire frames, art comps, and clickable prototypes. | | |
| 2019-2020 | The Karis Group | Austin, Texas |
| Sr. UX/UI Designer | | |
| <i>Develop the user experience, user interface, and interaction design into prototypes, wireframes, and visual art comps for mobile as well as web products for the health insurance marketplace.</i> | | |
| <ul style="list-style-type: none">• Work closely with product manager and development leaders to design functionality and scope of products.• Design wireframes, user flows, journey maps, user flows, to support our customer facing and internal products.• Provide user interface visual designs, evaluation, and support to product development teams.• Work collaboratively with the team to find practical solutions to design challenges that create intuitive experiences for users.• Implement wireframes and art comps into clickable prototypes. | | |
| 2019-2019 | WIN Reality VR | Austin, Texas |
| Sr. UX/UI Artist (3 months Contract) | | |
| <i>Redesign and develop the user experience and user interface for virtual reality baseball training software. Designed for HTC Vive and proprietary VR equipment.</i> | | |
| <ul style="list-style-type: none">• Map out the existing user flow and redefine/overhaul the entire user experience.• Create wire frames and journey maps for existing UX and iterate based on user research and stakeholder feedback.• Implement best practices for the user experience as part of the rapid ideation process.• Create/Redesign current user interface art assets to implement into Unity game engine.• Implement the user interface elements, animations, and menu interactions using Unity. | | |
| 2016-2018 | Scientific Games | Austin, Texas |
| Principal UX/UI Artist | | |
| <i>Design and develop user centered layouts, wire frames, user flows, art work and the Unity implementation for mobile and web based gaming applications.</i> | | |
| <ul style="list-style-type: none">• Create solutions with a strong emphasis on user-centered design principles with web and mobile applications in mind. | | |

- Interact with producers, project managers and art lead to create solutions for UX/UI problems.
- Design the appearance of User Interface elements that successfully facilitate desired user behavior.
- Provide support to product managers, producers, and engineers with user flows as well as wire diagrams.
- Created assets to implement into Unity game engine with particle effects, animations, and button rollovers.

2015-2016 Zynga Games Austin, Texas

Senior UX/UI Designer

Responsible for creating user-centered design solutions that includes all phases of the design process from wire framing, low fidelity mockups, high fidelity mockups to execution and implementation for various devices within the mobile gaming industry.

- Contribute to the evolution and design of policies and practices for implementation standards, color theory, typography, and User Interface elements.
- Interface with Project Managers/Producers to ensure the user experience reflects customer needs and consistency.
- Implement high fidelity mockups and animations into game engine.
- Create and maintain style guides for standardized artwork for various games.
- Create user diagrams and wire frames to map out and plan the user experience.
- Review and interview candidates for various artist positions as well as design art tests when needed.

2014-2015 Austin CSI Dallas, Texas

Interactive Designer AT&T Communications (Consultant)

Develop the User Experience and User Interface for mobile applications on multiple platforms, including the iPhone, iPad, Android phones & tablets.

- Dissect and map out client needs through wire diagrams, wire frames, clickable prototypes, user flows, and UI mockups.
- Coordinate with designers to ensure that the User Experience reflects user tests results and client feedback.
- Express concepts in real time with drawings, verbal descriptions and annotations to facilitate the design process.
- Creation of mobile application graphics including: typography, visual concepts, logos, icons, dialogs, and buttons.

2012-2014 Game Circus Dallas, Texas

Mobile User Interface Designer

Creation and implementation of the User interface elements for existing mobile games, new mobile games and Facebook games.

- Creation and implementation of User interface elements for existing mobile games, new mobile games as well as Facebook games.
- Creation of mobile games/app graphics including: typography, visual concepts, logos, icons, dialogs, and buttons
- Define and map out the user experience through wire diagrams, wire frames, and UI mockups
- Create and define the visual art style for mobile and Facebook games
- Communicate, coordinate with game designers and programmers to ensure that the visual design meet the necessary creative and technical requirements.

2011-2012 Defenseweb San Diego, California

2D/3D Artist (contractor)

Educational game project

Creation of 2D and 3D assets for use in animation of sprite based gameplay.

- Designed and created vector-based icons for gameplay interfaces.
- Implemented 2D artwork and functionality for UI related features.
- Created multiple sprite animations from 3D assets rendered in Maya.
- Created low and high poly 3D assets for game play.
- Created custom built character rigs using Maya to be used in sprite based animations.

Army One Source project

3D modeler and texture artist utilizing the Unity Engine for the Army One Source project.

- Work with the Lead Artist, to create final art, from early concept stages through completion of assets within a scheduled timeframe
- Environment artist – modeled and textured 3D buildings and assets for virtual worlds
- Utilized the Unity engine for level layout and composition of 3D assets within the game.

2008-2010

King Schools

San Diego, California

Lead Graphic Artist

Led and collaborated within a team of Subject Matter Experts in updating 2D Graphic illustrations, creating 3D animations, and designing interactive lessons for private pilot training.

- User-Interface construction and implementation.
- Responsible for all 3D model construction, texturing, rigging and animation.
- Creation of Graphic design elements within courseware.
- Responsible for all Flash animations and Interactivity for online course.

2005-2008

Logistic Services International

San Diego, California

Graphic Artist Level II

United States Marine Corps/Navy

Collaborated within a team of Artists and Subject Matter Experts to create interactive Flash presentations, 2D Graphics, and 3D Animations for the training of the AH-1Y Huey, UH-1Z Cobra attack helicopter pilots. As well as for the Navy for the MH-60 B, H, F, S, R helicopters.

- 3D model construction and texturing.
- Flash animation.
- Graphic Illustration.
- User Interface design and implementation.

Education

2001-2003

Art Institute of Phoenix

Arizona

- Bachelors Degree in Game Art Design

Programs

3D Studio Max 13, Maya 2012, Photoshop CC, Illustrator CC, Flash CS 7, After Effects Dreamweaver CS 6, Microsoft Office, Axure, Baslamiq, Visio, Unity 3D, Sketch, Adobe XD