

KAT CRAIG

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UX/UI DESIGNER

Results-driven UI/UX leader with 17 years of experience designing immersive player experiences for award winning AAA and indie games. Specializing in UI/UX strategy, player psychology, and visual design across mobile, console, and PC. Expertise in Unreal Engine, Unity, and front-end implementation.

CORE UX & UI SKILLS

UI/UX Strategy | Player-Centered Design | Prototyping | Wireframing | UI Design Systems | User Research
Iconography | Typography | Visual Hierarchy | Information Architecture | Interaction Design

TECHNICAL PROFICIENCY

Unreal Engine | Unity | Figma | Adobe Suite (Photoshop, Illustrator, After Effects)
Blender | JIRA | Confluence | Miro | Sourcetree

RELEASED TITLES

SHIPPED GAMES:

- Disney Magic Match 3D (Mobile) – Jam City
- High on Life 2 (PC, Console) – Athena Productions/Squanch Games
- Baldur's Gate 3 (PC, Console) – Larian Studios
- Fire Emblem Awakening (3DS) – Nintendo
- Animal Crossing: New Leaf (3DS) – Nintendo
- Luigi's Mansion: Dark Moon (3DS) – Nintendo

PROFESSIONAL EXPERIENCE

JAM CITY | UI/UX DESIGNER (CONTRACT)

05/2025 – 05/2026

- Led UI/UX direction for key Disney Magic Match 3D features, including Teams and Battle Pass.
- Partnered with key stakeholders to ensure the best experience for players.
- Implemented UI into unity using prefabs to streamline the process for future features in development.

ATHENA PRODUCTIONS | UI/UX DESIGNER (CONTRACT)

11/2024 – 3/2025

- Led UI/UX for High on Life 2, ensuring seamless player interaction and aesthetic cohesion.
- Defined the visual style of the UI, along with layout and spacing guidelines.
- Created mockups, built assets, and animated elements.

LARIAN STUDIOS | UI/UX DESIGNER (CONTRACT)

05/2024 – 11/2024

- Consulted on UI/UX strategy for Baldur's Gate 3, improving player intent feedback and multi-use item interactions.
- Developed player journeys, wireframes and prototypes to refine in-game interactions.

THIEVES STUDIO | LEAD UI/UX DESIGNER (PART TIME)

05/2023 – PRESENT

- Developed the UI language including menus, HUD, and item screens.
- Designed wireframes, created concepts, and implemented screens in-engine.
- Crafted the logo for the game.

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CONVERGENCE STUDIOS | **LEAD UI/UX DESIGNER (PART TIME)**

05/2023 – 5/2025

- Established the UI language and style, ensuring consistency across the shell.
- Built and implemented screens in UE5, set up layouts, and structured a framework for reusable widgets.
- Designed skill icons for each character.

KAT CRAIG DESIGN | **LEAD UI/UX DESIGNER**

11/2008 – PRESENT

- Provided UI/UX consulting for Microsoft, Nike, and indie studios.
- Delivered UX flows, prototypes and UI assets for websites, apps and more.

ZONAR SYSTEMS | **SENIOR UX DESIGNER**

12/2021 – 11/2023

- Led UX/UI direction for 3 enterprise products, established stronger user experiences and quality of life improvements, which led to an increase of user engagement by 60%.
- Developed the experience for user management tools; and increased ease for user permissions and management.
- Implemented usability testing cycles to refine design solutions.

DELL TECHNOLOGIES | **UI/UX DESIGNER**

11/2018 – 12/2021

- Developed UI for Alienware and peripherals apps, introduced more robust features and improved user experience, resulting in an 82% reduction of calls to the call center.
- Spearheaded accessibility features and UX enhancements across the Dell style guide.

BLIZZARD ENTERTAINMENT | **GAME MASTER**

03/2018 – 11/2018

- Provided in-game support and helped optimize player experiences.

SMASHING IDEAS | **UI/UX Designer**

09/2014 – 02/2017

- Developed the UI and UX direction for Wordlings, ensuring a cohesive style across the game.
- Improved production workflows across the team by introducing better tools, and establishing production pipelines.

NINTENDO OF AMERICA | **UI/UX DESIGNER**

01/2013 – 06/2013

- Optimized processes for designing marketing materials for games by creating documentation for better workflows.
- Crafted marketing assets for Fire Emblem Awakening, Animal Crossing: New Leaf, and Luigi's Mansion: Dark Moon.

EDUCATION & CERTIFICATIONS

EDUCATION

BFA in Vocal Performance – Long Island University, CW Post Campus

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

Epic Games Unreal Fellowship: Games – Completed Aug 2024

International Game Developers Association (IGDA) Virtual Exchange Grantee – Aug 2024

Member of International Game Developers Association (IGDA) – Dec 2023 – Present

Women in Games Ambassador – Jan 2024 – Present