

# JIM LAWLER

User Experience and Product  
Design

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## PROFILE

Skilled creative manager and user experience professional with strong leadership, creative and technical ability. I've contributed to and managed teams that produce world class user experiences for over two decades.

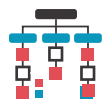
## WHAT I DO



INTERACTIVE DESIGN



WIRE-FRAMING



INFORMATION ARCHITECTURE



ART DIRECTION



ILLUSTRATION



FRONT-END DEVELOPMENT



ICONOGRAPHY



MANAGEMENT & EMPLOYEE GROWTH

## WHAT I KNOW



ADOBE PHOTOSHOP



ADOBE ILLUSTRATOR



UNITY



FIGMA



HTML5



CSS3



JAVASCRIPT



SKETCH

## EXPERIENCE



09/06 - Present

### WB Games Boston

#### UI/UX Director: Game of Thrones: Conquest 1/16 - Present

I manage a team of UX designers and UI artists that is responsible for the look and feel of all UI elements within Game of Thrones: Conquest. Additionally responsible for working with product team to producing wire-frames, user journeys and researching user behavior.

#### Art Director: Unannounced Project 10/14 - 12/15

Led all aspects of art production. Defined art style and managed a multi-disciplined team of artists to produce vertical slice prototypes for an unannounced mobile title.

#### User Interface & VFX Director 03/11 - 10/14

#### Lead Artist, User Interface 09/09 - 03/11

Originally tasked with leadership of the User Interface team, responsibilities expanded to include managing the Visual Effects team. Supported the development of multiple products.

#### Senior UI Artist 09/06 - 09/09

Combined best practices from graphic design, illustration, usability and information architecture to produce world class user experiences.



01/04 - 08/06

### Affinova

#### Design Technologist

Created stylized online activities to optimize designs and concepts. Created flash-based software to streamline processes within the design department. Key Clients included: Procter & Gamble, General Mills, Masterfoods, GlaxoSmithKline, Merck, and Pepperidge Farms.



04/02 - 12/03

### Independent Contractor

#### Interactive Designer

Developed solutions for clients including Houghton-Mifflin, Energy Credit Union and Premier Source Credit Union.



10/97 - 04/02

### Bit Group

#### Senior Multimedia Designer

Assimilated marketing, branding and internet strategies for each client engagement. Developed multimedia solutions that supported the overall internet solution. Key clients included: Senator Bill Bradley's 2000 Presidential Campaign, Holmes Products and Cisco Systems.

## EDUCATION



08/93 - 05/97

### Syracuse University

#### College of Visual and Performing Arts

Art Media Studies

Major: Computer Graphics