



# Lina Plata

## UX / UI Designer



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[www.linaplata.com](http://www.linaplata.com)

Hello! I'm Lina, a passionate Senior UX Designer with over 8 years of experience specializing in mobile game design. My expertise lies in developing user-centered experiences and tackling intricate systems with elegant, simple solutions.

I thrive in fast-paced, collaborative environments where innovation and creativity are valued. My goal is to create intuitive, seamless interactions that captivate users and deliver memorable experiences.

## Experience

### Senior UX/UI Designer - Kabam Games

2019 - Present

- Collaborated with different teams to design, prototype, playtest, and launched Disney Mirrorverse
- Continually updating and creating new content for Disney Mirrorverse including new features, limited time events, and quality of life improvements
- Experience designing complex systems like Rift Raids and Relics that increased retention and revenue
- Improved the usability and hierarchy of complex screens like Guardian Details and Team Select
- Worked with the user research team to bring insights into actionable items that were implemented as quality of life improvements to a live game
- Worked alongside the team leads to identify the priorities for each release, plan and conceptualize feature work, and manage the content pipeline

### UX Designer - IUGO Mobile Entertainment

2016 - 2019

- Responsible for driving the UX of TWD: Road to Survival
- Experience working alongside game designers, engineers, live ops, marketing, and key stakeholders to maintain and update TWD: Road to Survival
- Creating user journeys, and user flows
- Designing wireframes, mocks, and lo-fi prototypes
- Working side by side with user researchers to conduct playtests
- Responsible for maintaining the style guide and making sure there is consistency across different features in the game

### UX/UI Designer - Roadhouse Interactive

2015 - 2016

- Conceptualized, planned, and designed the UI style guide for Garfield's Bingo
- Worked with game designers and artists to create live events and seasonal sales for Trophy Bingo
- Collaborated with clients to design, implement, and launch 2 mobile games: PCH Cash Casino, and Garfield's Bingo
- Worked alongside client and back-end engineers to implement designs and push live updates

### UI Designer - Multimedia Service

2013 - 2014

- Collaborated in a design team creating interactive educational software, while working with overlapping projects with tight schedules
- Conceptualizing content provided by content managers and translating them into compelling infographics

## Education

### Diploma with Honors - Digital Design

Vancouver Film School

2014 - 2015

### Bachelors Degree - Industrial Design

Pontificia Universidad Javeriana (Bogota, Colombia)

2007 - 2012

## Skills

User flows  
Wireframing  
Low to high fidelity mocks  
Prototyping  
Rapid iteration  
Interaction design  
Visual design  
Design thinking

## Toolbox

Photoshop  
Illustrator  
Adobe XD  
Figma  
Protopie  
Unity

## Ask me About

My favorite or current game  
Plain Air painting  
Living in Colombia  
My dog Maple 🐕