Jim Lawler

UX & Product Design Leader | UI/UX Art Direction | Live Service Products
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Professional Summary

Product design leader with nearly 20 years of experience shipping live service games played by millions. At WB Games Boston, led UI on Game of Thrones: Dragonfire, Warner Bros. Games' top-earning mobile title, and led UX and UI art direction on Game of Thrones: Conquest, which generated over $1 billion in revenue, 20 million+ downloads, and 100+ weeks in the App Store Top 25. Builds and mentors high-performing design teams and bridges creative vision with technical execution to drive long-term engagement and revenue.

Professional Experience

Eighth Lantern Studios · Bluenose Consulting Group · Icon Sports Group

Freelance Product Designer *March 2026 – Present*

- Defined the UI art style, component framework, and style guidelines from the ground up for Toypunk, a multiplayer roguelite shooter at Eighth Lantern Studios, and built Figma click-through prototypes to validate core flows early
- Designed the logo and brand kit for Bluenose Consulting Group, establishing a visual identity for use across their materials
- Created illustration for Icon Sports Group, delivering finished artwork to client specifications

WB Games Boston

UI/UX Art Manager *2011 – 2025*

- Led UI/UX design and art direction for Game of Thrones: Conquest, a top-grossing mobile strategy game that generated over $1 billion in revenue, surpassed 20 million downloads, and spent 100+ cumulative weeks on the App Store Top 25
- Led UX design and UI art for the Dragon system, one of the most ambitious features in GoTC's live service history. Owned the full pipeline from wireframes and prototype through high-fidelity mockups, then collaborated with technical artists and engineers to ship the system in Unity. Dragons introduced an entirely new progression layer built around a feeding mechanic, multiple skill trees, and deep cosmetic customization, and required full integration across every existing combat mechanic in the game, including march screens and battle reports
- Led UI art for the Heroes system, one of the largest features ever added to GoTC, owning the visual style and production pipeline for Hero Cards at three levels of detail (icon, stat view, and feature view) and collaborating across the UX and live events teams to ensure deep gameplay remained approachable for all player types
- Established accessibility standards for GoTC's UI, including a style guide defining minimum text sizes and minimum touch target sizes, and validated every high-fidelity mockup against protanopia and deuteranopia color filters to ensure legibility for colorblind players. Designed red/green interface elements to rely on brightness and vibrancy differences rather than hue alone, and oversaw integration of screen reader support
- Contributed UI/UX direction to Dungeons & Dragons Online across 29 updates and two expansion packs: Menace of the Underdark and Shadowfell Conspiracy
- Contributed UI/UX direction to The Lord of the Rings Online across 19 updates and five expansion packs: Mines of Moria, Siege of Mirkwood, Rise of Isengard, Riders of Rohan, and Helm's Deep
- Managed dedicated and shared-service design teams across multiple simultaneous titles, establishing scalable design systems and mentoring team members to ensure cohesive, high-quality user experiences
- Collaborated cross-functionally with engineers, product managers, game designers, and producers to define and execute on product design strategy

Lead Artist, User Interface *2009 – 2011*

- Expanded leadership scope to include the Visual Effects team in addition to UI, coordinating across disciplines to maintain visual integrity and optimize production pipelines
- Guided creative execution across several live projects, establishing consistent standards for UI art and visual effects

Senior UI Artist *2006 – 2009*

- Blended graphic design, illustration, and information architecture to build engaging, user-friendly interfaces for MMO titles.
- Helped shape scalable UI systems that elevated the player experience and laid the foundation for future design team growth.

Additional Experience

Design Technologist, Affinova

Developed interactive, data-driven tools to support product testing and optimization for clients including Procter & Gamble, General Mills, and Merck.

Interactive Designer, Independent Contractor

Created online experiences for Energy Credit Union and Premier Source Credit Union.

Senior Multimedia Designer, Bit Group

Produced multimedia and web solutions for clients including Cisco Systems and Senator Bill Bradley's 2000 Presidential Campaign.

Skills

Design & Strategy: Interactive Design · Wireframing · Rapid Prototyping · Information Architecture · Design Systems · Art Direction · UX Research · Accessibility (a11y) · Illustration · Iconography · AI Prototyping

Leadership: Team Mentorship & Development · Cross-Functional Collaboration · Product Strategy · Agile/Scrum · Live Service Design

Tools & Technology: Figma · Sketch · Adobe Photoshop · Adobe Illustrator · Adobe After Effects · Unity · Unreal Engine · Webflow · Framer · HTML · CSS · JavaScript · Cursor · Claude Code · Miro · Confluence · Jira

Education

Syracuse University, School of Visual and Performing Arts

Computer Graphics | 1993 – 1997