



WAYNE KOENIG

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References available upon request

.career {

Currently

- » Director, Experience Design at Respawn Entertainment/EA, working on the Apex Legends™ franchise since January 2023

Previously

- » Senior Lead Designer, UI/UX at Raven Software/Activision; 2019 - January 2023
- » Lead Designer, UI/UX at Raven Software/Activision; 2016 - 2019
- » Senior Designer, UI/UX at Raven Software/Activision; March 2014 - 2016

Before that

- » Associate Creative Director at Discover Mediaworks; March 2010 - March 2014
- » Art Director, Senior Art Director at Waldbillig & Besteman; August 2003 - March 2010
- » Graphic Designer at CPM Marketing Group; September 1999 - August 2003
- » Graphic Designer at Newell Office Products/Rubbermaid; May 1998 - September 1999 }

.experience(s) {

I'm responsible for

- » leading, supporting, mentoring, and growing a talented team of UI/UX artists and designers
- » leading the development of strategy, concept, visual design, and implementation of UI/UX solutions
- » working across studios and stakeholders, to align and guide development of franchise-level features and experiences across multiple products
- » collaborating with other leads and directors to establish, monitor, and evaluate team culture, goals, deliverables
- » creative direction of UI/UX solutions across myriad aspects of the game—from gameplay and in-game, to front-end and the franchise-layer
- » creation of style guides, roadmaps, design documentation, to guide and establish creative vision, targets, and high-level product goals
- » presenting creative solutions and concepts to internal and external stakeholders
- » assigning project roles and responsibilities amongst internal and external resources
- » feature scoping, resource planning and development of high level roadmaps to strategically serve and support multiple projects
- » working in a custom engine and tools environment to implement UI assets and features

I have

- » led the creative development of interactive, UI/UX, motion, and print media both as a lead and individual contributor
- » collaborated with small and large clients to understand their brand, audience, and strategic needs
- » developed creative in a wide range of digital and traditional media, including: video games, web and interactive, motion, print collateral and advertising, out-of-home, retail and environment user-experiences, packaging, app design, TV and video
- » created a standard set of process and business tools for the management and execution of creative projects
- » led the implementation of an agency's online project management and collaboration system
- » directed and collaborated with designers, writers, interactive developers and engineers, vendors, photographers, videographers, and editors
- » consistently pursued design challenges and opportunities to learn new skills, and broaden my abilities to tell visual stories and build smooth, meaningful, user-experiences }

.education {

- University of Wisconsin-Stout - Bachelor of Fine Art degree in Graphic Design; 1998 }

.tools {

Adobe Creative Suite/Cloud (Photoshop, Illustrator, XD, InDesign, After Effects, Premiere, Acrobat, Lightroom), Figma, Webflow, HTML, CSS, Wordpress, Spline, Rive, Relume, ChatGPT, Midjourney, Google Suite, Slack, MS Office Suite, Bink Compression Tools, Keyshot, Element 3D, Google Earth Pro, Keynote, ProCreate, Linea, Freeform, Miro, Omnigraffle }

.titles {

I've shipped

Apex Legends (Seasons 16—), Call of Duty Online, Call of Duty: Advanced Warfare, Advanced Warfare-ExoZombies DLC, Call of Duty: Black Ops III, Call of Duty: Modern Warfare Remastered, Call of Duty: WWII, Call of Duty: Black Ops 4, Call of Duty: Warzone, Call of Duty: Black Ops Cold War, Call of Duty: Black Ops 6 }

.brands {

I've worked on

Apex Legends™, Respawn Entertainment, Activision®, Call of Duty®, Raven Software, ACS, ADP, Brennan's Market, Capital Brewery, CUNA Mutual Group, Discover Wisconsin, DreamBikes, Fauerbach Beer, First Business Bank, Harley-Davidson, Honeywell, Johnson Timber Corporation, Kalahari Resorts, MasterGraphics, Menominee Casino Resort, Renk Seed, The Roman Candle Pizza Co., Rubbermaid, SupraNet, United Way, UW Colleges, Villanova College of Engineering, The Wilderness Resort, Wisconsin Chamber Orchestra, Roughing It In Style }