Jon Hayter

UI/UX Designer

GAME DEVELOPMENT

jhayter33@gmail.com

Aspiring Unicorn Games
Senior UI/UX Designer (2023 - 2025)

- Deployed to MS XGS Project *Perfect Dark* as Senior UX Designer.
- Developed UI features across multiple projectsfrom UX Design, to Visual Design, to UMG/WBP implementation.

Deep Silver Volition
Lead UX Designer (2022 - 2023)

- Managed a small team of UX Designers during *SR5 DLC* development.
- Established and utilized new UX Tools throughout the company and projects. (Audits, competitive analysis, personas, UXR, etc.)
- Served as Product Owner for a multi-discipline team of ICs working on a prototype of "Full Destruction" in Unreal Engine 5.

Cloud Imperium Games
Senior UI/UX Designer (2018 - 2022)

- Designed UI and UX for major features and systems in *Star Citizen*.
- Analyzed and identified key areas for improvement, such as informational HUD and combat HUD structures and new player experience.
- Oversaw assessment, testing and hiring of UI team candidates in the US studios.

Freelance
Senior UI/UX Designer (2017 - 2018)

- Intel: Design and Creative consultation on the branding for the *AnyKey Initiative*.
- *SimAirport*: Completed full UX Audit and subsequent total UI redesign.

Pocket Gems
Senior UI/UX Designer (2016 - 2017)

- Designed and produced UI assets for *War Dragons*.
- Led UI visual redesign of the *War Dragons* product.

Obsidian Entertainment
Senior UI/UX Designer (2015 - 2016)

- Designed Scaleform-ready assets for publish to live builds of *Armored Warfare*.
- Completed UI visual redesign for *Armored Warfare* (UI, Icons, layouts, UX, IA, etc.).

Psyonix
Senior UI/UX Designer (2013 - 2014)

- Completed total UI visual redesign of *Nosgoth*.
- Produced UI/UX designs, branding designs and other visual concepts and assets for *Rocket League*.

Red 5 Studios
Senior UI/UX Designer (2011 - 2013, 2014 - 2015)

- Led all UI/UX direction at Red 5 Studios.
- Managed a small team of UI Developers working on *Firefall*.
- Defined and maintained UI style guides and development best practices.

RELATED SKILLS

Design

- User Interface
- User Experience
- Gameplay
- Graphic Design
- Print Design & Prep
- Iconography
- Branding
- Advertising & Marketing

Software

- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effects
- Adobe InDesign
- Adobe Media Encoder
- Flash CSx
- 3D Studio Max 2018
- Blender 4+
- Unreal Engine 5 / UMG

Jon Hayter

Creative Director

INTERACTIVE MEDIA AND MARKETING

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Themis Media

Creative Director (2008 - 2011)

- Creative Direction and execution of *Genre Wars*, an interactive marketing game originally launched on *The Escapist*.
- Managed small team of visual designers and artists.

Art Director / EP, The Escapist (2005 - 2009)

- Co-Creator of *The Escapist*. Multi-award winning property with 50MM monthly views in prime.
- Developed all associated branding, style guides, design language, best practices and visualizations for the product.
- Team met all design directives, publishing requirements, content design and verifications on time, every week, for 4 years. No deadline was missed.

Art Director, Marketing (2003 - 2008)

- Designed and executed successful award-winning interactive advertising mini-games such as: *The Death Star Designer* (Ubisoft), *Merc-y* (Ubisoft), *Heroes Mini* (Ubisoft).
- Developed game booklet designs, branding, quests and writing. Also customer support, video editing, and general game asset design.

Network Manager, WarCry (1998-2003)

- Redesigned the *WarCry* hub site, and over 20 branded network fan sites. Efforts increased monthly pageviews by 300%.
- Superviser over a dozen paid staff, and almost two hundred content volunteers.

INTERESTS

Entertainment

- Reading (Fiction)
- Gaming (PC, mostly)
- Stand-up comedy
- Movies
- Documentaries
- Cooking shows
- Twitch
- YouTube

Creative Outputs

- Writing (SF and Horror)
- Game Design
- 3D Modeling/Rendering
- Video Editing
- Streaming
- FUI Design
- Sense of humor

General

- Cooking
- Reddit

Flora

- 2 Fiddleleaf figs
- 1 Fern
- 1 Snake plant

Fauna

- 1 Beagle
- 1 Poodle
- 1 Psychotic Tabby

Currently

- Playing: Once Human
- Reading: Infinite
- Watching: Peaky Blinders