

JASON OLMSTEAD

DIGITAL DESIGNER + INTERACTIVE ART DIRECTOR

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SUMMARY

Design leader with over 15 years of experience solving complex interface problems with a proven track record driving projects from concept to launch. Expert knowledge utilizing rapid prototyping to validate product concepts and developing design systems at scale. Adept at cross-functional team communication, managing business objectives, and directing creative decisions across projects.

PROFESSIONAL EXPERIENCE

Lead User Interface/User Experience Designer

Core Loop - Remote

Mar 2023 - Nov 2023

Redesigned the game interface experience for World Eternal Online improving the game HUD, hero views, loading screens, first-time user experience, and optimized sign-up flows.

- Collaborated with the Art Director creating vision boards analyzing competitive research and identifying usability standards to unify the game interfaces visual look and feel.
- Worked with game client engineers on UI implementation providing interactive prototypes representing states and flows, created detailed handoff specs, and provided regular feedback to ensure concepts were accurately executed to match design concepts.

Director of Design

Role, Inc. - Remote

Jun 2021 - Dec 2022

Led product design and strategy for all game platform initiatives. Part of the startup's leadership team defining road maps, cross-functional plans, and established launch goals and deliverables.

- Implemented design system to improve consistency and velocity of new feature UI/UX.
- Launched updates to all customer touch points- landing pages, dashboards, game rooms, email marketing, and media ads improving acquisition and retention across the platform.
- Researched, updated and improved audio and video flows adding screen sharing functionality to support additional third party functionality.

PROFESSIONAL EXPERIENCE

Lead User Interface Artist

Cryptic Studios - Los Gatos, CA

Jan 2018 - Jun 2021

Established foundational UI visual styles and cross-platform interface philosophy for the Magic: Legends ARPG. Hired and managed the UI team responsible for the end-to-end interface experience collaborating across multiple disciplines to define and develop game features.

- Joined the early stage of the Magic game development defining user interface and usability processes aiding the project getting green-lit and extending launch timeline.
- Part of the leadership team collaborating closely with game design disciplines to identify and translate ideas from whiteboard to prototype to final launch features.
- Developed macro-level information architecture of all pre and post-launch game features mapping out user flows, and defining key learning touch points.

User Interface/User Experience Director

Funny or Die - San Mateo, CA

Jul 2015 - Dec 2017

Directed redesigns of the company website home, video, and channel pages improving content discovery, mobile and desktop usability, search functionality and rating system visibility.

- Conducted product wide navigation and user flow evaluation developing new site architecture and improved cross-platform navigation.
- Launched updates to all customer touch points- landing pages, dashboards, game rooms, email marketing, and media ads improving acquisition and retention across the platform.

AREAS OF EXPERTISE

Interface Design • User Experience Design • Interaction Design • Prototyping • User-Centered Design
Creative Direction • Design Leadership • Product Strategy • Ideation • User Feedback • iOS • Android
Web Design • Web Technology • Mobile Design • Mockups • Wireframes • Product Management

TECHNICAL SKILLS

Adobe Creative Suite • Adobe Photoshop • Adobe Illustrator • Adobe XD • Figma • Miro • Coherent
Prototyping • HTML • Advanced CSS • CSS Animation • JavaScript