

# JASON OLMSTEAD

PRINCIPAL UX/UI DESIGNER

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## SUMMARY

Strategic UX/UI leader with deep expertise in crafting intuitive, high-impact experiences across pc, console, mobile, and web gaming platforms. Proven ability to guide multidisciplinary teams from concept to launch, aligning gameplay design with user insights and business goals. Adept at building scalable design systems, driving cross-functional collaboration, and elevating UX as a core pillar of development.

## PROFESSIONAL EXPERIENCE

### Principal Game Designer, UX

Believer Entertainment - Remote

Jul 2024 - Current

Developed core UX and player communication pillars, defining key game flows and collaborating across teams to create dynamic gameplay UI and a cohesive visual style for the game interface.

- Implemented all UI visual styles and layouts in Unreal, collaborating with engineering to ensure alignment. Delivered interfaces that enhanced usability and addressed key player needs based on feedback and gameplay data.
- Collaborated with 4+ game design disciplines to address UX/UI requirements, improving combat mechanics, progression systems, world activities, and player messaging.
- Conducted competitive research on 10+ game features, analyzing feature sets and delivering actionable insights for the studio to integrate into and improve our product.

### Lead UI/UX Designer

Core Loop - Remote

Mar 2023 - Nov 2023

Redesigned the UX/UI for World Eternal Online, enhancing the HUD, hero select, game menus, and onboarding flows to create a smoother player experience improving signups by 30%.

- Collaborated with the Art Director to create Miro boards analyzing UX/UI patterns from leading games to define visual and usability standards to unify the games interface.
- Partnered with engineers to implement UI designs through interactive prototypes and clear handoff specs. Reviewed builds to ensure accurate execution and provided feedback.

## PROFESSIONAL EXPERIENCE

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### Director of Design

Role, Inc. - Remote

Jun 2021 - Dec 2022

Led design strategy and creative direction for all game platform initiatives, shaping roadmaps, cross-functional plans, and launch goals as part of the startup leadership team.

- Implemented design system that increased UX/UI consistency and boosted new feature development velocity by 70%.
- Launched updates to landing pages, dashboards, game rooms, emails, and ads, improving acquisition and retention across the platform.
- Enhanced product experience by redesigning video conferencing flows, adding screen sharing and file sharing.

### Lead UI Artist

Cryptic Studios - Los Gatos, CA

Jan 2018 - Jun 2021

Defined UI visual style and cross-platform strategy for Magic: Legends ARPG. Led a UI team of five, delivering end-to-end solutions in collaboration with cross-functional teams to launch the game.

- Led early UX/UI design for Magic: Legends, establishing design processes, defining gamepad standards, and creating the vertical slice UI that secured project greenlight.
- Developed macro-level information architecture for 30+ pre- and post-launch game features, mapping user flows and defining key touchpoints to optimize player engagement.
- As part of the leadership team, collaborated closely with 4+ game design disciplines to translate ideas from whiteboard to prototype to final launch features.

## AREAS OF EXPERTISE

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Interface Design • User Experience Design • Interaction Design • Creative Direction • Design Leadership  
Product Strategy • Product Ideation • User-Centered Design • Iterative Design • User Feedback  
Web Design • Web Technologies • Mockups • Wireframes • Mobile Design • iOS • Android • Gamepad

## TECHNICAL SKILLS

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Adobe Photoshop • Adobe Illustrator • Adobe XD • Figma • Unreal Engine • Coherent • Miro  
Prototyping • HTML • Advanced CSS • CSS Animation • JavaScript