www.alexbairdui.com
www.linkedin.com/in/alexbairdui

ALEX BAIRD

UX & UI DESIGNER FOR GAMES

PERSONAL PROFILE

A motivated and proactive creative, working professionally in the game development industry since 2015 - with experience in AAA and indie environments, on mobile, PC, and console.

Developing games as a UI and UX designer with a background in QA, which cultivated interdisciplinary insight, a deep understanding of development processes, and an eye for detail.

An autonomous forward-planner who drives for team alignment, informed decision-making, and intuitive, accessible designs that contribute to creating polished, memorable game experiences.

EDUCATION & AWARDS

ABERTAY UNIVERSITY | JUL ’19

1st Class honours degree in Game Design & Production (BA).

Dissertation was:
Gamifying Bad Faith Players: exploring counter-griefing mechanics as a solution to the disruptive exploitation of gameplay features in competitive online game spaces.

DAVID CARNEGIE PRIZE | JUL ’19

Awarded to the student on the Abertay Game Design & Production course with outstanding performance.

COMPETENCIES

- Game Engines (Unreal, Unity)
- UI Wireframe, User Flow and Prototype Creation (XD, Figma)
- UI Mockup Creation (Illustrator, Photoshop, AfterEffects)
- UI Asset Creation (Illustrator, Photoshop)
- Motion Graphics (After Effects, UMG)
- Adobe Suite Programs (XD, Illustrator, Photoshop, After Effects)
- Cross-Platform Development (PC, XOne, XSX, PS4, PS5, Switch, Android, iOS)
- Task & Project Management (JIRA, Trello, Miro)
- Soft Skills (Documentation, Communication, Time Management, Critical Thinking, Problem Solving, Adapatability)

INTERESTS

- Sketching and painting (traditionally and digitally).
- Gaming (PS, Xbox, Switch, PC & Mobile).
- Weightlifting, running, swimming, bouldering.
- Horror, sci-fi & cult cinema, and animated media.
- Listening to a varied mix of music genres (& creating extremely specifically-themed playlists on Spotify).
- Creating UI/UX redesigns of existing games.
- Playing TTRPGs (and collecting far too many pretty dice sets).
- Taking unflattering pet photos.

References are available on request.

FUTURLAB - UI/UX DESIGNER

NOV ’23 - PRESENT | INDIE CONSOLE & PC DEVELOPMENT

- Leading the UI art/design development on PowerWash Simulator 2; taking all UI and UX features from pre-production to implementation.
- Developing and implementing a cohesive UI visual style, creating mockups and assets, hosting multidisciplinary roundtables, following-up on and closing the iterative UI design feedback loop.
- Conducting user research, competitor research, and using internal and external data to inform decisions; pushing the standards on the decision-making processes at the studio.
- Championing interdisciplinary alignment on the team; ensuring all stakeholders are informed and can contribute their expertise to inform UI/UX design and implementation.
- Elevating best practices for comms across the studio; maintaining detailed documentation to ensure the team has a single, accurate, source of truth for the UI/UX discipline.
- Worked with the tech team to create and refine in-engine tools to be used in the development of UI and UX features at the studio, for use across multiple projects
- Ensuring the scope of UI/UX features meet the needs of the product as defined by direction, while keeping development within the boundaries and timelines established by produciton.

SPLASH DAMAGE - ASSOCIATE UI DESIGNER

OCT ’21 - OCT ’23 | AAA CONSOLE & PC DEVELOPMENT

- Worked on the unreleased open-world survival game, Project Astrid. Owned several large and small UI and UX features, from concept to implementation in the Unreal Engine.
- Created user flows, wireframes, and interactive prototypes; roundtabled designs with stakeholders, and collected feedback to inform design iterations.
- Maintained UI toolkits to ensure UI has consistent styling, and to save time for designers when creating wireframes, mockups, and animations.
- Crafted detailed design breakdowns that capture edge-cases and dependencies, ensuring the team is aligned on direction.
- Drove the endeavour to ensure features are accessible, and that the decision-making process is informed by competitive research and user testing.

ROCKSTEADY STUDIOS - QA; RPG & UI FEATURE TESTER

JUL ’19 - OCT ’21 | AAA CONSOLE & PC DEVELOPMENT

- Sole QA owner of all RPG features and UI features on Suicide Squad: Kill the Justice League, on the PC, PS5 and XSX platforms.
- Championed process improvements - particularly those relating to outsource testing processes, task tracking methodology in JIRA, and testing guideline formatting.
- Created and maintained testing guides and testing processes; deputised for senior members of staff when needed; organised both outsource and in-house QA teams.

TAG GAMES - QA TESTER, DESIGN ASSISTANT

MAR ’19 - JUN ’19 | INDIE MOBILE, CONSOLE & PC DEVELOPMENT

- Aided in design: creating one-pager overviews; UI wireframes and mockups; client and brief research reports, and pitch documentation.
- Primary tester on prototype console and mobile projects; established testing processes and QA mater; implemented new standards and processes in the QA department.
- Established process improvements (in particular: improved test plan creation and testing process standards, creating testing guides and design documentation in Confluence).

SPLIT/LEVEL - PRODUCER, UI DESIGNER, ADDITIONAL DESIGN

SEP ’17 - MAY ’18 | STUDENT DEVELOPMENT TEAM

- Led a 7-person multidisciplinary student team on a stealth-based RPG game project, while taking up multiple roles in the development process.

OUTPLAY ENTERTAINMENT - QA ENGINEER

OCT ’15 - FEB ’19 | INDIE MOBILE DEVELOPMENT

- Tested projects in development and for LiveOps on multiple midcore and casual titles; worked closely with developers, production and customer support.
- Developed and maintained test guides; made and executed detailed test cases; created and communicated testing reports and risk assessment documentation.
- Investigated LiveOps issues, tested A/B tests, debugged network traffic issues; communicated issues to stakeholders to aid in development decision-making.