

JONATHAN SCHWARTZ

14824 81st Ave NE jonathan@jthan.com www.linkedin.com/in/toppocketman
Kenmore WA 98028 425.785.5037

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PROFILE

Dynamic and experienced Graphic Interactive Designer with over 28 years of expertise spanning graphic design, print, interactive media, and video games.

Proven track record with 20+ years in the game industry, including key roles as UX Director, Principal UI Designer and Senior UI Artist for three AAA console titles.

Skilled in integrating graphic design with UX design sensibilities to craft compelling and engaging experiences; expertise in UI art, composition, layout, typography, iconography, color theory and logo design, combined with strong knowledge of UX design, all focused on enhancing user experience and achieving visual excellence.

Excels at distilling complex design problems into simpler, intuitive, and visually engaging user-facing solutions.

Proven leader in art direction, team mentoring, and managing teams effectively.

Highly organized with exceptional attention to detail and strong communication skills.

Collaborative and adaptable, excelling in fast-paced environments and under pressure.

Experienced in integrating designs directly into game engines, ensuring seamless functionality and visual fidelity while iterating on art style and animations to maintain a cohesive and polished final product.

Personable and professional, known for building strong relationships with colleagues and stakeholders, and consistently delivering high-quality work with a positive attitude.

RESPONSIBILITIES

Develop and implement UX/UI strategies that align with project goals and player expectations; lead and mentor designers, artists, researchers, and specialists, providing guidance and fostering professional growth.

Oversee and create UI design and overall aesthetic, including detailed interfaces such as menus, HUDs, and in-game interactions; produce comprehensive documentation including competitive analysis, mood boards, user flows, wireframes, mockups, interactive prototypes, iconography, motion design, and style guides; establish best practices to ensure designs and art assets are visually appealing, functionally effective, and enhance the overall player experience.

Collaborate with cross-functional teams and work closely with game designers, artists, narrative, developers and audio to ensure seamless integration of UX/UI designs; clearly articulate the UX vision and design rationale to stakeholders and communicate design concepts and updates effectively.

Manage the UX/UI production process, including setting timelines, providing estimates, managing deliverables, and ensuring quality standards; coordinate with external vendors if applicable.

Monitor UX/UI design quality throughout the development cycle, addressing any issues and continuously integrating feedback from testing phases to enhance the user experience.

Conduct user research through surveys, interviews, and usability testing to gather insights and feedback; analyze data to refine designs, improve usability, and enhance the overall user experience.

Develop and maintain visual language systems, including style guides and iconography; contribute to the game's aesthetic by designing engaging and functional UI elements.

Support production by managing art assets, meeting deadlines, and ensuring the final output meets the required quality standards.

Stay updated with industry trends and emerging technologies to ensure the game's UX/UI remains innovative and competitive.

TOOLS

Adobe Creative Suite
Miro
Figma
Unreal 5 UMG
Perforce
Jira
Confluence
Slack
Proprietary Tools

INTERESTS

Spending time with my kids
Art and design
Photography
Movies / Entertainment
Music
Video Games
Reading
Basketball
Gardening
Cooking

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EXPERIENCE

Mar 22 – present
Seattle, WA

NEON MACHINE

Game UX Director

Leading the UX/UI design and management of front-end and HUD for *Shrapnel* (Unreal 5, PC), a first-person PvP blockchain extraction shooter. Developed detailed documentation including information architecture flows, wireframes, storyboards, prototypes, visual language systems, and motion comps. Oversaw art direction and implemented streamlined processes for rapid development and iterative design, ensuring alignment with an ongoing release cadence. Managed significant UI production, directed and mentored external UI developers, and hiring. Fostered robust cross-team collaboration by working closely with game design, engineering and art to ensure cohesive integration and effective communication.

Nov 19 – Mar 22
Kirkland, WA

MIDWINTER ENTERTAINMENT

Principal UI Designer

Defined and executed front-end and HUD UX/UI designs for *Scavengers* (Unreal 4, PC + consoles), a third-person PvPE extraction shooter. Created design concepts, wireframes, documentation, prototypes, iconography, graphic design, and style guides. Managed UI outsourcing partners, providing direction and oversight to ensure alignment with visual and functional goals.

Jul 09 – Nov 19
Redmond, WA

343 INDUSTRIES

Senior UI Artist

Produced front-end and HUD UI art and UX design for multiple AAA titles, creating cohesive visual language systems and comprehensive design assets. Developed detailed documentation, information architecture, mood boards, wireframes, mockups, prototypes, style guides, iconography, logos, and environmental graphics. Created and delivered content and slide decks for internal studio presentations to effectively communicate design concepts. Managed relationships with outsourcing vendors, including creating and conducting vendor assessments, and played a key role in hiring and mentoring. Promoted effective cross-team collaboration and coordination.

Halo Infinite

Contributed to UX/UI design and visual identity for front-end and HUD, as well as studio art support.

Halo 5

Led UX/UI design and presentation for *Warzone* (PvPE), including the REQ card visual design system. Developed UX systems, flows, wireframes, and designs for menus and HUD, culminating in the year-long sustain effort of the *Warzone Firefight* HUD. Provided UX design for various menus, features, and HUD elements across Halo 5, ensuring a cohesive user experience. Contributed art direction for iconography.

Halo 4

Drove UX/UI design for front-end and HUD features while contributing to overall artistic direction, including layouts, assets, and presentation. Provided direction and support for iconography throughout production.

Halo Waypoint

Art directed the Fall 2010 Waypoint product launch across console, web, and mobile platforms, ensuring a cohesive visual experience across all screens.

Jan 05 – Jul 09
Vancouver, BC

PROPAGANDA GAMES

Studio Art Interface Manager & Creative Services / Lead UI Artist

Designed and managed front-end interfaces and art assets for the AAA title *Turok* (Xbox 360, PS3), with contributions to marketing materials. Directed and mentored two UI teams, overseeing the hiring and team-building process. Contributed to and upheld the overall artistic direction and presentation of all titles and studio materials. Coordinated cross-discipline projects, managed outsourcing vendors, authored style guides and vendor tests, and provided creative services to studio and game teams.

Jul 03 – Jan 05
Burnaby, BC

ELECTRONIC ARTS CANADA

Lead UI Artist

Designed, authored, and managed front-end UI and art assets for the AAA title *Def Jam Fight For New York* (Xbox, PS2, Gamecube). Contributed to the overall artistic direction and presentation of the game. Led early pre-production UI art style development for the AAA title *SSX 4* ("*SSX On Tour*").

Jan 03 – Mar 05
Vancouver, BC

VANCOUVER FILM SCHOOL, INTERACTIVE MEDIA / DIGITAL DESIGN PROGRAMS

Mentor / Instructor

Met with students for three hours each week during their final term to discuss their projects and progress, with a focus on graphic/UI design and usability. Served as an instructor for one term.

EDUCATION

93 – 96
Toronto, ON

HUMBER COLLEGE
Advertising & Graphic Design

90 – 93
Montréal, QC

JOHN ABBOTT COLLEGE
Creative Arts