

KAM SEIDL

UI/UX DESIGNER

CONTACT

- 702-545-7481
- kamseidl@gmail.com
- www.kamseidl.com
- Decatur, GA

SKILLS/SOFTWARE

- Adobe Suite - Photoshop/Flash
Illustrator/XD/Premiere/InDesign
- Figma
- Unreal Engine 4/5
- Unity
- Visual Studio
- SQL
- Bootstrap
- Blender
- Sketch
- Invision
- Confluence
- Jira
- Perforce Helix (P4V) and Git
- Agile Scrum
- Google and Microsoft Office Suites
- OmniGaffle

EDUCATION

Art Institute of Las Vegas

2006 - 2009

Media Art and Design, BS

Valedictorian and Best in Show

WORK EXPERIENCE

Hi-Rez Studios, Alpharetta, GA
Senior UI/UX Designer

May 2020 - Sept 2024

Smite 2 (Unreal Engine 5 – PS4, Xbox One, PC)

- Spearheading New Player Systems for easier access for interested players
- Designed Unique god UI to help ability clarity while also reinforcing their lore and theme
- Provided multiple wireframes to stake holders which were refined. Once cleaned up and approved worked with Programmers to implement within UE5
- Took point on creation of VFX library, with assets intentionally designed for reuse and easily referenced documentation

Paladins (Unreal Engine 3 – PS4, Xbox One, Nintendo Switch, PC)

- Spearheading and leading designs for both in game and out of game experiences
- Providing designs and built features with a team to improve daily average users, cross platform accessibility, and promote user interactions
- Working with game designers to create intuitive designs for multipurpose skill during in game play
- Providing game design docs focused on strategic prioritization to assure the best product could make it to market on a strict and aggressive schedule
- Taking point on a large in-game store and inventory rework that made it easier for players to interact with their inventories. It also allows Marketing to strategically present content in a more visible way to encourage spending

Zynga, Austin, TX

May 2014 - Sept 2019

Senior Designer, Oct 2016 - Sept 2019

Wizard of Oz Magic Match 3 (IOS, Android), **Willy Wonka Slots** (IOS, Android)

- Played a critical role on team projects by designing, executing and refining game content and new features
- Strategize with team to ensure user needs and ease-of-use while introducing new concepts and interactions
- Drove increased user retention through sketches, mockups, and wireframes to increase Daily User Access by 18%
- Implemented design assets with the engineering team
- Provided JSON setups when required to assist with production timing

UI Designer, May 2014 - Oct 2016

Wizard of Oz Slots (IOS, Android), **Princess Bride Slots** (IOS, Android)

- Created design elements using a variety of techniques, such as sketches, JSON file edits, and wireframes
- Acted as a key contributor to the design and creation of the launch UI for the popular mobile app, Wizard of Oz Slots, which quickly became a six-figure earning per day game after 2 months
- Brainstormed in pre-production design meetings to define the final design
- Wrote Request for Product (RFP) documents and collaborated with international teams to increase production speed
- Ensured product quality and timeliness through constructive feedback and appropriate instruction

Pacific Interactive, Las Vegas, NV

Feb 2013 - Feb 2013

Visual Designer

- Independently developed color palette, design, style, and overall look of provided theme
- Demonstrated the ability to work remotely with a distributed, global team
- Delivered quality product by accepting and incorporating feedback
- Provided constructive feedback and reviews on other designer's projects

WMS Gaming, Las Vegas, NV

Sept 2009 - Jan 2013

Game Development Artist 1

- Provided rendered interactive designs under instruction of a lead designer
- Responsible for rendered and designed interface, and other structural parts of the games
- Developed assets for both print and digital projects