BERENICE MOLINA

UI/UX Designer | Graphic Designer | 2D Motion Graphics

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EXPERIENCE

ELECTRONIC ARTS

2021 - 2023
UFC 2 MOBILE | WILDCARD SPORTS TEAM

- Designed UI elements and presented them to Game Content leads to achieve desired visual direction and ensure consistency on each event.
- Delegate tasks with team members and communicate with leads on the capacity of work sprints.
- Responsible for acquiring licenses for all images used in game event art.
- Created wireframes for implementation of new game features.

GASKET GAMES

2019 - 2021
WARHAMMER AGE OF SIGMAR STORMGROUND

- Main UI designer, created everything from sketches to high fidelity mockups for game features, to final iterations of HUD and iconography.
- Collaborated with a variety of disciplines including game design, engineering, audio, animation, environment and production.
- Worked on generating UI assets and work with UI Engineers to implement in Unreal for PC, Switch, and console screens.

POCKET PINATA INTERACTIVE

2018 - 2019
PC, SWITCH & MOBILE PROJECTS

- Worked in the visual design, typography, and iconography for both mobile and PC projects.
- Generate UI assets and worked with engineers and designers to implement in Unity engine.
- Worked directly with the game design team problem solving how to make games more engaging with our audience.

PROFICIENCY

UI DESIGN TOOLS

Illustrator
Photoshop
InDesign
After Effects
Premiere Pro
Media Encore

WIREFRAMING AND UX

Adobe XD
Figma
Miro Board
Axure
InVision

GAME IMPLEMENTATION

Unity Engine
Unreal Engine

REFERENCES

JENNY FREEMAN

ELECTRONIC ARTS
SENIOR ART DIRECTOR
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TIM GILLETE

ELECTRONIC ARTS
SENIOR EXPERIENCE DESIGNER
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MATT KUZMINSKY

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