



ANNA WHITE

UI/UX DESIGNER

SKILLS

UI Design
UI Implementation
VFX and Animation
Wireframing
Prototyping
Graphic Design
Motion Graphics

TECHNICAL

Figma
Adobe Photoshop
Adobe Illustrator
Adobe After Effects
Unity
Basic C#

OVERVIEW

- › Talented UI/UX designer with 10 years experience in digital design, currently working in the games industry
- › Highly skilled in utilising Figma for wireframing, interactive prototyping, and the creation of beautiful and intuitive UI design systems
- › Extensive graphic design expertise with a detail-oriented approach to iconography, typography and UI layouts
- › Comprehensive knowledge of UX principles, design patterns, usability best practices and accessibility requirements
- › Strong communication and presentation skills, effectively conveying design concepts and rationale to key stakeholders
- › Able to manage workload across multiple projects to deliver high quality designs and meet competing deadlines

EXPERIENCE

2023 - 2025

UI Artist II | PlaySide Studios

- › Led UI art direction for a successful match-3 mobile game, creating high-fidelity mockups in a polished, 3D style
- › Implemented UI assets, animations, and visual effects directly in Unity, ensuring a delightful and seamless player experience
- › Supported live ops by developing new events, features, and resolving UI/UX bugs to improve player retention and monetisation
- › Mentored junior artists and provided feedback on visual consistency, interaction design, and production workflows
- › Provided creative and technical leadership on UI art across disciplines, partnering with design, engineering, and VFX teams to ensure assets supported gameplay, met performance standards, and aligned with the overall visual direction

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REFERENCES

Nathan Pana

Senior UI Artist
PlaySide Studios

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Dan Hecht

Former Mobile Art Lead
PlaySide Studios

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2022 - 2023

Lead UI Designer | Mighty Kingdom

- › Developed comprehensive game UI systems for a range of platforms, using Figma to generate high fidelity mockups, interactive prototypes and detail-oriented style guides
- › Collaborated with UX researchers to conduct user testing, gather feedback and iterate and improve on UI designs
- › Effectively communicated design concepts and rationale to major partners including Google and East Side Games
- › Implemented UI systems in Unity, including the creation of reusable UI components, animations, and interactive elements
- › Successfully collaborated with cross-functional teams, including game designers, developers, artists, and producers, to deliver quality designs that exceeded client expectations

2019 - 2022

Senior Designer | JP Media

- › Led the design process within a collaborative team to develop intuitive user interfaces for websites and apps
- › Developed and refined corporate identities and applied across multiple platforms to tell compelling brand stories
- › Clearly communicated designs to the production team and clients and iterated on feedback

2014 - 2017

Graphic Designer | The Distillery

- › Collaborated with project managers and the creative director to design websites, apps, social media content and print materials as part of holistic communication strategies
- › Wireframed and designed the UX and UI for a highly-rated retail app for SA's largest private company
- › Worked with Australia's second-largest IVF provider on a long-term digital campaign resulting in a 17% increase in treatments

EDUCATION

Diploma of Digital Media Technologies

TAFE SA

Postgraduate Diploma in International Studies

University of Melbourne

Bachelor of Arts

University of Western Australia

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