

SAM KIRK

DIRECTION • PROCESS • DESIGN • UX

theRealSamKirk.com
linkedin/theRealSamKirk
samkirk@gmail.com
(313) 515 - 9308

University of Michigan
Ann Arbor, MI
2002 BFA, Media Arts

Games

Metalstorm
Guild Wars 2 Live
Gigantic
Hawken

Platforms

Windows
Xbox
PlayStation
iOS
Android
Web

STARFORM SEATTLE, WA

UX Lead, 2021 - Present

- Leading UX initiatives for a video game startup focused on free-to-play cross-platform multiplayer experiences
- Partnering with the Product Owner and Lead Designer to determine overall strategy, product planning, and viable feature concepts
- Building UI design systems for METALSTORM, a free-to-play PvP game for Windows, iOS, and Android
- Leveraging data and analytics to develop targeted initiatives to improve KPIs
- Managing external user testing providers to measure the player experience and inform design iterations

ARENANET BELLEVUE, WA

Creative Director, 2020 - 2021

- Served as Creative Director for an unannounced cross-platform multiplayer game
- Partnered with NCSOFT to identify and track current market trends and opportunities, ensuring high product viability throughout development
- Delivered monthly game builds and new feature presentations for NCSOFT review
- Maintained product roadmap in alignment with scope, timeline, and budget
- Designed cooperative gameplay systems for 3rd-person action combat
- Built, managed, and inspired a team of over 40 designers, engineers, and artists.

UX Director, 2017 - 2020

- Served as UX Director across GUILD WARS 2 and multiple unannounced projects
- Established UX as a new discipline within the design organization
- Integrated UX prototyping tools and processes into standard practice
- Collaborated with internal data team to ensure UX work was informed by current player needs, motivations, and capabilities
- Utilized internal playtest lab to coordinate regular playtesting of features
- Managed 11 UX designers, UI designers, and UI artists distributed across 4 projects

MOTIGA BELLEVUE, WA

Lead UX/UI Designer (Game Development), 2015 - 2017

- Led UX design for GIGANTIC, a free-to-play PvP game on PC and Xbox.
- Managed UX coordination with game design, engineering, QA, and publishing
- Designed interactive prototypes and wrote test scripts for Microsoft user research
- Led UI design of GIGANTIC's menus and gameplay HUD
- Managed a team of 5 designers and artists

Senior UX Designer (Publishing), 2014 - 2015

- Managed UX and visual design of the GIGANTIC website
- Led UX and UI design of GIGANTIC PC lobby application
- Produced visual design for product branding, marketing campaigns, and events.

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METEOR ENTERTAINMENT SEATTLE, WA

UX/UI Designer, 2012 - 2014

- Produced UX and visual design for the companion website to HAWKEN, a free-to-play PvP game on Windows, Xbox, and PlayStation
- Provided regular UX design support and consultation to the game development team, focusing on game UI and gameplay HUD
- Delivered visual design for marketing initiatives, including on-screen and printed media for merchandising, marketing campaigns, and events
- Assumed the role of brand manager for corporate and game brands

SCREENPLAY, INC. SEATTLE, WA

Creative Director, 2007 - 2012

- Directed and managed video, web, and print production for client projects, including Disney, Fox, Paramount, Amazon, Target, and the New York Times
- Presented concepts, drafts, and deliverables for client review
- Recruited, managed, and directed contract video editors and motion designers
- Designed UX/UI for internal content management tools and web applications for movie studios, music labels, and publishing clients
- Designed and developed corporate brand, website, and marketing assets

SCREENPLAY ENTERTAINMENT SEATTLE, WA

Creative Services Manager, 2006 - 2007

- Produced in-store promotional video content for retail and hospitality clients, including Hard Rock Hotel, MGM Grand, Fox & Hound, and Applebee's
- Recruited and managed contract designers and video editors
- Designed UX/UI for media programming and distribution software to provide on-site content management to retail and hospitality clients
- Managed corporate brand and identity at trade shows and events
- Produced graphics and copy for company and product marketing
- Designed, managed, and maintained company websites