

NANCY CADENA · UX / UI Designer

≡🕹 Empathetic designer passionate about creating immersive video game experiences for global audiences.

RELEVANT EXPERIENCE

Game UX/UI Designer

XAMA Creative · May 2019 - Present

- **UX, UI and Interaction Design** for games streamers can play live with their audience on Twitch
- Designing artifacts such as **user flows, sitemaps, moodboards, prototypes**, from initial exploration into **wireframes** that **capture user journeys** and **game narratives**

UX / Product Designer

Codazen · Feb 2019 - May 2021

- Embedded with **cross-functional teams** of product managers, engineers, developers and designers to **surface UX issues and propose solutions**
- Provided visual QA and focused on **solving localization and accessibility issues**
- **Wireframed and prototyped** features from low-to-high fidelity for **Meta Research enterprise web apps**
- Built and launched large-scale, cross-platform consumer websites such as **Portal, Oculus, Facebook Dating** and the **Oversight Board**

Digital Production Designer

Sony Interactive Entertainment · Dec 2016 - Apr 2018

- Designed **cross-platform, branded interactive spaces** and graphic assets published on the **PlayStation Store** for **US, Canada and LATAM** markets

Digital Production Artist

Electronic Arts · Feb - Jun 2016

- Created graphic assets used in product detail pages for the relaunch of the new **responsive Origin.com site** (EA's digital asset management platform)



@ CONTACT

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🎓 EDUCATION

AR & VR Design

XR Terra · Dec 2021

UI Design

CareerFoundry · Nov 2018

Bachelor's in Graphic Design

UANL · Dec 2010

✂ TOOLS + SKILLS

Figma
Adobe CC | XD, PS, AI, AE
Unity
Blender
UX/UI Design
AR/VR Design
Information Architecture
User Flows
Prototyping
Iconography
Motion Graphics

🗨 LANGUAGES

English · Spanish
HTML · CSS · C#