

CHARLES WHITE III

UI / UX DESIGNER

Santa Monica, CA

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www.Charlie-White.com

UI / UX / XD / VISUAL / BASIC DEV

Skill Summary

Experience design
Rapid functional prototyping
Usability testing
Wireframes & content maps
Video and 3D Integration
Asset optimization for Unity
Actionscript 3.0
familiar with:
Visio, Balsamiq, POP
Agile Development
HTML, CSS
Javascript
Jira

Programs

Fluent in:
Adobe Flash
Adobe Photoshop
Adobe Illustrator

Familiar with:

After Effects
InDesign
Premier
Final Cut Pro

Social

Passionate gamer
Avid dodgeball player
Pug enthusiast

EXPERIENCE ::

Senior UI / UX Designer

Playtika, Santa Monica 2014 - Current

Designed game architecture, interface, interaction flows and aesthetics for Bingo Blitz
Created fully interactive prototypes for new game features, play testing and user research
Developed new game variant concepts: Battle Bingo, Battle Slots and Minigames
Led conversion of game assets from Flash to Unity
Responsible for numerous successfully shipped game features across FB, iOS, Android and Kindle

Senior UI / UX Designer

DeNA, San Francisco 2014 - 2014

UI and UX Design for RPG Card Battler mobile game sequel and arcade car racing game
Designed game architecture, interface, interaction flows and aesthetics

Senior UI / UX Designer

Zynga, San Francisco 2011 - 2013

Lead UI design for major game features, expansions and mechanics on major franchise games
Created dynamic GUI templates, interaction models and quest systems for millions of players
Most monthly active users for an application ever on Facebook with CityVille
Lead UI design on CityVille Express for mobile devices

Interactive Flash Designer

Walt Disney Parks and Resorts Online, Glendale 2007 - 2011

Design and development of interactive flash media experiences, games and applications
Winner of over 40 internet industry awards for vacation, travel and leisure sites
Flash design on \$25+ million projects generating \$1.25 billion revenue in Q1 2010

Interactive Designer

Brainsoup Studios, Pasadena 2006 - 2007

Designed and developed interactive media for web, DVD, Blu-Ray and broadcast video
Clients: Fox Home, Fox Atomic, NBC Universal, ABC, Weinstein Company

Web/Flash Designer

K2 Marketing Group, Pasadena 2005 - 2006

Designed websites, minisites, flash games and interactive advertising campaigns
Clients: Charter, Time Warner, Cox, NFL, FX, Speed, Oxygen, Fox, DIY, Spike TV

Visual/Flash Designer

BSN (Big Screen Network Productions), Westlake Village 2004 - 2005

Flash web design, developed motion graphic interstitials for live sports events
Clients: NFL, MLB, MLS, EA Sports, Falcons, Dodgers, USC Athletics, UCLA Athletics

EDUCATION ::

Art Center College of Design (ACAN), Pasadena, CA 2005 - 2008

Art Center at Night, Integrated Studies

California State University, Channel Islands, Ventura, CA 2005

BA, Art Major, Dean's List, 1st Place Senior Showcase - Graphic Design

Vanderbilt University, Nashville, TN 2003

BA, Sociology Major, Division I Soccer Scholarship

AWARDS ::

2013 FarmVille Hacker Winner (3 time), 2012 GDC Best Live Game Nominee, 2012 Zynga Keys to City Award for Excellence, 2011 Zynga Keys to City, 2010 IAC Award (Internet Advertising Competition) - Best Leisure Site, 2009 Webby Award, 2009 Silver ADDY Award, 2009 ad:tech People's Choice Award for Best Micro Site, 2009 Videographer Award, 2009 Interactive Media Award - Best in Class, 2009 Gold Hermes Creative Award, 2009 Web Award Web Marketing Association, 2009 IAC Award - Best Travel Site, 2008 Platinum Hermes Creative Award, 2008 Hermes Honorable Mention, 2008 The Communication Awards Award of Distinction