# sabrina cuevas

**UX/GAME DESIGNER**

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**portfolio**  sabcdesigns.com

## key skills

Leadership + creative direction

UX / UI design

User research (interviews, surveys, polls)

Usability testing

Storyboarding + journey mapping

Prototyping + wireframing

Product development

Graphic design

Interaction design

Project management

Agile methodologies

Quality assurance

Data analysis (qualitative + quantitative)

Technical writing

Reporting + presenting

Cross-functional collaboration

C-level + stakeholder relations

## tools

| | |
|---|---|
| Adobe XD | Jira |
| Air Table | Illustrator |
| After Effects | Miro |
| Azure | Photoshop |
| DevOps | Unity & Unreal 4 |
| Figma | Whimsical |

## profile

Forward-thinking **designer** with experience translating business requirements and user research into elegant designs, visual stories, and user interfaces for technology and gaming companies — placing the consumer at the heart of every decision. Strong communicator with clear vision for the future of UX / UI, ability to convey complex concepts across different audiences, and reputation for highlighting unique brand and product capabilities and styles. Flexible and collaborative nature, excellent visual design sensibilities, and interaction design skills with ability to quickly learn new tools and processes.

## experience

**UI / UX Designer  ●  2021 — present**
Business Analyst  ●  2019 — 2021
DXC Technology, Regional Delivery & Innovation Center  New Orleans LA
Conduct user Interviews, analyze data, and develop prototypes for usability testing. Work in Agile environment to collect project requirements and write user stories for developers. Assist in QA testing for projects.
KEY CONTRIBUTIONS

• Designed UI for mobile and web applications which directly contributed to securing new client projects.

• Redesigned and improved user experience of Self Service Template for client's internal troubleshooting guides.

• Helped facilitate design session for client including storyboarding and journey mapping; created Chatbot for client based on user data.

• Established design system for internal team.

**Creative Director + User Researcher  ●  2020 — 2021**
F-in-Chat / Xbox Game Camp  New Orleans LA
Collaborated with game team to conduct play testing and quality assurance. Led team progress meetings.
KEY CONTRIBUTIONS

• Promoted to Creative Director after pitching game idea; created original concept for Escapism; led narrative design, assisted in game design, created game UI, background, environmental art, and design.

• Led Narrative, Level designs, Abilities, and Game Mechanic/System Designs while providing styling guides, concept art, and storyboarding.

• Led several pitches on behalf of game team which led to interview by Microsoft and feature by Game Camp coordinators.

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## education + certifications

**Bachelor of Science | Engineering**
University of New Orleans

**Certificate | Foundation of UX Design**
Coursera

**Certificate | Building Wireframes and Low-Fidelity Prototypes**
Coursera

**Certificate | Game Development**
Xbox Studios and Unity

**Certificate | User Experience: The Beginner's Guide**
The Interaction Design Foundation

**Enterprise Design Thinking Practitioner**
IBM

**Certified SAFe 5 Agilist**
Scaled Agile, Inc.

## experience continued

**Visual Designer  ●  2020 — 2021**
Primus Roman Music  New Orleans LA
Created event posters and social media posts, designed logos, and coordinated with artists and videographers. Directed merchandising decisions and visual experience for music videos.

KEY CONTRIBUTIONS

- Increased social media post engagement 58% after designing new graphics and posters.

- Redesigned website to improve usability, visibility, and accessibility.

- Created creative opportunities for fan engagement including competitions to vote on different logos or posters across platforms.

- Built scenes and backgrounds for live streamed and recorded events, including submissions for SoFar Sounds and NPR's TinyDesk.

- Designed all new merchandise, earning $XXX in additional revenue.

## thought leadership

**Production Subcommittee Member  ●  2021 — present**
Emerge Summit
Design creative assets, promotional materials for social media, website, conference materials, and on-site signage.

**Speaker / Panelist  ●  2021**
Black Tech NOLA
Culture of Gaming: It Takes A Village presented by Microsoft
Panel discussion around accessibility in gaming for POC community with insights from New Orleans Game Camp graduates.

**Thought Leader  ●  2021**
Microsoft
Interviewed for story about game design work, posted on Microsoft Stories.

**Thought Leader  ●  2020**
Microsoft TEALS Program
Interviewed about Career Development with Lucia Berliner. Watch interview.