

# HEIDI FOLAND

## UX/UI DESIGNER

 BOSTON, MASSACHUSETTS  
 (617) 905-0998  
 CONTACT@HFOLAND.COM

### WORK HISTORY

- **The Molasses Flood (A CDProjekt Red Studio) • UX DESIGNER**
  - **PROJECT SIRIUS** 04/2022 – 05/2023
    - Collaborated with Directors, Design, and Concept Teams to align impactful game features, advocating for the enjoyment of researched user personas and accessibility standards for all players.
    - Visualized high level game flow loops to individual screen features.
    - Forecast within design to curate modular, organized libraries of UI components, supervising any potential scope of assets within sprint pipelines.
    - Prototyped navigation, iconography, and animated meter/radial assets in-engine (Unreal 4-5), shaping foundation of playtesting experience.
- **Velan Studios • 2D/UI ARTIST**
  - **KNOCKOUT CITY** 10/2021 – 04/2022
- **Junkfish INC • 2D/UI ARTIST**
  - **MONSTRUM 2** 10/2020 – 09/2021
- **Harmonix Music Systems • 2D/UI ARTIST**
  - **Unannounced Title** XX/2020 – XX/2021
- **Proletariat Inc • SENIOR UI/UX DESIGNER**
  - **Spellbreak** 04/2018 – 04/2020
- **High Voltage Software • UI/UX ARTIST**
  - **DragonFront, Gat Out of Hell** 04/2014 – 04/2016
- **Babaroga LLC • PRODUCTION ARTIST (UI FOCUS)**
  - **Tetris, Zombies!!!, EA Sports MMA, Transformers: Dark of the Moon, Monopoly, Independent Studio IPs** 11/2008 – 10/2013

### PROGRAMS AND PROCESS

#### • RESEARCH •



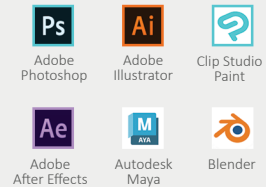
- Hone in on the goals of brand/IP fidelity, feature flow, and menu navigation with realtime collaborative feedback between stakeholders.

#### • PROTOTYPING •



- Initiate a living interactive framework to stress test expectations and reality of proposed features.
- Critique, Revise, and Negotiate design assumptions through repeated internal and external playtesting.
- Establish foundations for UI asset libraries guiding file structures and naming conventions.

#### • CREATIVE CONCEPTING •



- Illustrate artwork and keyframe motion graphics for stakeholder insight and approval
- Export approved feedback into rapidly iterative game assets, pipeline, and asset library structures.
- Construct and maintain global UI Style Guide documentation for QA and colleagues to monitor aesthetic standards with aligned vision.

### SPECIAL INTERESTS

- **LOCALIZATION** • Enhanced hands-on experience preparing for edge cases in hard coded translation of menu text and international ratings standards.
- **CONSOLE IMPLEMENTATION** • Maximizes creating menu systems to accommodate console, PC, and mobile player navigation and play styles.
- **ACCESSIBILITY** • Invested in maintaining up-to-date knowledge of tools, industry standards, and community insights towards designing elegant gameplay experiences accessible to the widest possible userbase.

### EDUCATION



**BFA in Illustration**  
Savannah College  
of Art & Design