

Jon Addison

Senior UX/UI Designer

Award-winning UX/UI designer with strong ability to deliver on ambitious project visions, and experience driving multiple heavily technical digital projects to completion. Based in London.

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EXPERIENCE

Senior UX Designer (Contract) – King, Candy Crush Soda Saga

February 2023 - March 2024 (14 months, 2 contract extensions)

Senior UX Designer (Contract) – King, Fiction Factory

September 2022 - February 2023 (4 months)

Lead UX/UI Designer – Splash Damage

September 2020 - July 2022

Senior UI Designer – Deltatre (formerly Massive Interactive)

March 2016 - September 2020

Freelance Graphic Designer – Forty8Creates

June 2015 - September 2015

Graphic Designer – Guinness World Records Ltd

April 2013 - March 2016

Graphic & Web Designer – Dhalco Ltd

June 2012 - April 2013

NOTABLE PROJECTS

Splash Damage — AAA multiplatform game

Led the UI department (UX, UI Design and UI Art) through concept creation & implementation of the UI for an unannounced next-gen game. **This included industry-leading accessibility features.**

Candy Crush Soda Saga — Brand-new monetisation feature

Created a new monetisation feature for highly-engaged players, designed to increase the in- & out-flow of in-game currency. **Initial tests showed results at a significant increase (15%).**

SKILLS

Strategic design

Client presentation

UX research & testing

Wireframing & visual design

Prototyping

Accessibility/user-centric design

Responsive web design

Native app & TV interface design

Video game interface design

Developer & client handover

TECHNICAL/SOFTWARE PROFICIENCY

Figma, Sketch

Zeplin, Sympli, Abstract

InVision, Axure, Principle

UserTesting.com,
PlayerTesting.com, Maze

Adobe XD, Photoshop,
Illustrator, After Effects,
Premiere

Miro, Confluence, JIRA,
TeamGantt

HTML, CSS, Javascript
(basic knowledge)

NOTABLE PROJECTS (continued)

Fiction Factory — *Node graph, events & data sources overhaul*

Redesigned how users interact with the Node Graph feature, and how event & data source Javascript files are ingested & processed by the engine. **The result was highly-praised by users in testing.**

WWE Network — *2.0 Redesign & Design System*

Redesigned the WWE Network platform, and provided the client with a dynamic, responsive design system that supported responsive web, native apps, games consoles and TV. **The redesign was praised by media and fans alike, and the client expressed deep satisfaction with the design system handover.**

AWARDS

APEX best in-flight entertainment innovation award winner

EDUCATION

University for the Creative Arts — *BA Hons*

Graduated June 2012