

Jon Addison

Senior UX/UI Designer – London, UK

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Summary

Award-winning Senior UX/UI Designer with over 10 years' experience including 5 years in the games industry. Experience liaising with C-suite & leading multiple projects and teams. Created & maintained 20+ design systems in my career. True hybrid designer, multiple years spent in both UX and Visual Design-focused roles. I have a user-centric and results-oriented approach.

Recent experience *(Full career breakdown on LinkedIn)*

Senior UX Designer – King

September 2022 – April 2024 (Contract role)

Candy Crush Soda Saga (February 2023 – April 2024)

- Designed new monetisation features, **boosting currency flow by 15%** for one feature.
- Led user and audience research initiatives, informing feature development with **actionable insights**.
- Created interactive prototypes and conducted user tests, collating findings into detailed reports to **optimise feature performance**.
- Scoped and estimated new work requests, ensuring **efficient delivery**.

Fiction Factory (September 2022 – February 2023)

- Solely responsible for **end-to-end UX/UI design** for new and existing game engine features, optimising user experience and functionality.
- Collaborated with UXR to conduct research, user tests & reports.
- Delivered clear developer handoff documentation, **reducing implementation errors and improving cross-team collaboration**.
- Received **unanimous praise from end-users** in multiple user tests for the updated design and functionality introduced to the Node Graph.

Lead UX/UI Designer – Splash Damage

September 2020 – July 2022

- Led design strategy and execution** for a AAA, multi-platform video game, ensuring consistent UX/UI across all platforms & screen sizes.
- Liaised with C-suite & directors**; scoped & assigned work to UI team.
- Defined industry-leading accessibility features, **setting a new standard for the studio** and receiving **positive feedback from stakeholders**.
- Mentored a team of 4 designers, **resulting in one promotion**.
- Implemented front-end UI in Unreal Engine 4, **increasing capacity of UI Dev team for backend and systems work by approx. 30%**.

Senior UI Designer – Deltatre (*a.k.a Massive Interactive*)

March 2016 – September 2020

- Co-led the WWE Network 2.0 redesign, improving user engagement and overall platform usability. My design system **reduced screen design requirements by approx. 75%**.
- Won an award** for work on LEVEL airlines in-flight portal. Entirely system-led approach enabled us to design for **6 concurrent brands** while **reducing screen design output requirements by approx. 95%**.
- Created design systems for BritBox and 10+ projects**, improving efficiency and consistency.

Education

Graphic Design – University for the Creative Arts (UCA)

BA Hons (2:1) – graduated 2012

Key achievements

APEX best in-flight entertainment innovation award winner

For LEVEL airlines in-flight portal.

Modular design system enabled the app to work for 6 concurrent airline brands and reduced screen design requirements by approx. 95%.

Candy Crush Soda Saga, new feature

Created a new monetisation feature for highly-engaged players, designed to increase the flow of in-game currency.

Initial testing results presented a 15% increase (3x defined success criteria).

WWE Network 2.0 redesign

Revamped the entire user experience & built a responsive/modular design system supporting all screens from mobile to TV.

Praised by fans and media; WWE expressed deep satisfaction with my design system handoff to their team.

Valuable skills

- Client liaison & presentation
- User testing & prototyping
- Workshopping
- Project scoping & planning
- Advanced accessibility practices
- Responsive/flexible design
- Design systems
- Developer/client handover
- Front-end development (HTML, CSS, Javascript)

Tech & software capabilities

- Figma, Sketch
- Zeplin, Sympli, Abstract
- Axure, Principle
- UserTesting.com, PlayerTesting.com, Maze
- Adobe suite (incl. XD, Photoshop, Illustrator, After Effects, Premiere)
- Miro, Confluence, JIRA, TeamGantt