

# Justin McDonald

## Experience Design

www.sixagon.com | sixagon.design@gmail.com | 415.531.3257

## Work Experience

### Senior User Experience Designer

#### Electronic Arts, 2012-2015

Redwood City, CA and San Francisco, CA

As a Senior User Experience Designer at Pogo

- Redesigned the main subscription funnel, and increased registrations by 10%
- Created a tournament system for players to compete for rewards
- Designed a successful web minigame that retained players and monetized well
- Created wireframes in Sketch, web prototypes in Axure, and mobile prototypes in Unity

As a Senior User Experience Designer at PopCap

- Owned the user experience for Plants vs Zombies Adventures, a hit casual game
- Designed features to align with product management and game design
- Analyzed user tests, community feedback, and daily analytics to improve the game

### Lead Experience Designer

#### Zynga, 2011-2012

San Francisco, CA

- Led 5 user-interface designers for *FarmVille*, one of the most successful social games of all time
- Created the user experience for features used by 30 million daily active users
- Using analytics, built scalable and testable Flash designs

### Art Director/ Lead Designer

#### Electronic Arts, 2007-2011

Redwood City, CA

As an Art Director at Pogo

- Led an international team of artists and designers in California and Montreal, QC
- Developed a consistent brand look for Pogo's web, Facebook, and mobile products
- Created marketing art for the destination site and related distribution channels

As a Lead Online Designer at *The Sims*

- Art directed and designed *TheSims3.com*
- Designed websites and logos for *The Sims On Stage* and *The Sims Carnival*
- Designed marketing landing pages and HTML emails for *The Sims 3*

### Senior Designer

#### Real Networks/Rhapsody, 2002-2006

San Francisco, CA

- Designed websites and landing pages for the Rhapsody product team
- Designed print ads, Flash ads, and HTML emails for the marketing and editorial teams
- Managed and art directed freelance designers

### Web Design Engineer

#### Microsoft bCentral, 2001

San Francisco, CA

- Designed the UI for a Web-based small business application
- Designed banner backgrounds for an interactive ad-making tool

### Production Designer

#### Digitas, 1999-2000

San Francisco, CA

- With a writing partner, I conceptualized, designed, and built banner ads for Dell Computer
- Created Website designs for Dell.com

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## Awards

**2012**

### Winner, FarmVille Q1 Hackathon

*FarmVille/Zynga*, San Francisco, CA

- Collaborated with a team of 5 to create a new social feature

**2010**

### Winner, Pogo Hackathon

*Pogo/Electronic Arts*, Redwood City, CA

- Partnered with a game designer to create a physics-game prototype that was green-lit and produced

## Education

**California College of the Arts**, San Francisco, CA. Studied Graphic Design

**The University of Florida**, Gainesville, FL. Studied Journalism, Psychology  
Bachelor of Science, Public Relations

## Technical Expertise

Expert in Adobe Creative Suite (Photoshop, Illustrator, InDesign), Sketch, HTML, CSS  
Prototyping (InVision, Axure, Framer.js)  
Proficient with Unity, JavaScript