

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