

Krista A. Leemhuis

(513) 252-9387
krista.leemhuis@gmail.com
www.witchcraftandwidgetry.com

Senior Interface & Experience Designer

Seeking opportunities to make lighthearted games that bring people together.

Experience

Senior UI Designer II

Blizzard Entertainment

Live Development: **Hearthstone**

October 2021 - Present

Designed player flow diagrams and interface elements for over 20 features to improve quality of life for players. Simplified claiming achievements, allowed players to mark multiple cosmetic items as favorites for use in their decks, improved card filtering, revised friend list appearance, designed player reporting flow and appearance, updated pack opening and improved messaging, and designed UX flows for new initiatives. Championed phone-first design and bringing the mobile experience into parity with PC. Mentored other UI designers on the team. Explored adding controller and keyboard support to Hearthstone for greater accessibility. Created assorted UI art assets for Hearthstone.

Senior UI & UX Designer II

Undead Labs (Microsoft)

Shipped: **State of Decay 2
Moonrise**

March 2015 - July 2021

Led the UI design of State of Decay 2 and built the game's menus, structuring them for code. Restyled and polished the UI throughout the game for the Juggernaut Edition release in 2020. Developed interactive prototypes and UX wireframes to explore and establish the player experience for multiple game systems. Oversaw cross-discipline development of the Zedhunter DLC update as Product Owner, ensuring quality of features and content, value proposition for players, clarity of marketing, and release timing. For Moonrise, worked within the established UI style to create new UI menus, animations, icons, and marketing assets.

Senior UI Designer

Z2 (King)

Shipped: **Paradise Bay
Metalstorm: Aces**

April 2012 - December 2014

Conceptualized the UI style for Paradise Bay. Designed and created initial UI assets, icons, layouts, and UI animations for Paradise Bay and Metalstorm: Aces. Created

Skills

Interface Design

- Interaction Design
- Technical UI Structure
- Motion Design & Animation
- Style Development
- Accessibility Considerations
- Icon Set Design

Experience Design

- User Flow Diagrams (Wireframing)
- Interactive Prototyping
- Low-Fi Prototyping

Illustration

- Digital Illustration
- Concept Art
- Character Design
- Storyboarding

Scripting & Markup

- jQuery
- HTML
- CSS
- JavaScript
- ActionScript 3

Education

University of Cincinnati College of Design, Architecture, Art, & Planning

Graduated Cum Laude June 2005
Bachelor of Science, Digital Design

interactive prototypes and motion mock-ups for both games. Refined user experience flows alongside UX and game designers. Worked closely with engineers to integrate Scaleform into the company's workflow. Art directed icons, animations, and UI style explorations, both in-studio and outsourced.

UI Designer

Volt at Microsoft

Shipped: **Microsoft Flight**

September 2011 - March 2012

Designed maps to match look and feel of the game. Created UI animations to enhance usability and aesthetics. Designed and presented wireframe demonstrating flow of new game content. Created many marketing and press materials. Worked closely with engineers to implement new UI elements.

Art Lead

BrandX Games

Shipped: **Odd Manor**

March - July 2011

Directed UI redesign to create a more polished game experience. Focused on team building and increasing communication between artists and engineers. Directed the creation of concept art, animations, and game assets. Created various illustrations for use in the UI.

Art Lead

Smith & Tinker

Shipped: **Nanovor Evolution**
Nanovor

May 2008 - October 2010

Provided art direction for animators to create over 100 unique characters, and directed domestic production studio creating FX. Managed and directed overseas production studio in modeling and animating 43 unique 3D characters for Nanovor Evolution. Designed and directed texture creation for these characters. Oversaw UI and UX designs and polished final menu assets. Designed icon sets and in-game graphics, and developed a dynamic camera sequence system for Nanovor Evolution's battle arena.

Game Artist

Nightlight Studios

Shipped: **Pirates of the Caribbean: Aegir's Fire**

May 2007 - May 2008

Created and animated in-game 2D and 3D art assets including characters, environments, and FX. Developed and revised existing interface designs to optimize information display and usability.