

JUSTIN M. LYLE



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SUMMARY

Junior Project Manager and User Experience Designer with 4 years' experience gathering and analyzing requirements, designing wireframes and mockups, and implementing new features. Solid understanding of game design fundamentals and player engagement strategies. Able to coordinate projects with multiple stakeholders including Software Engineering, Quality Assurance, and Product Management. Extremely organized and resourceful while consistently completing projects on-time in highly demanding and deadline-driven environments.

EXPERIENCE

ACADEMIC PROJECTS & FREELANCE

2016 – Present

Front End Web Developer

- Prototyped a mock shopping application, FantasticApp, utilizing Sketch & InVision. Designed and implemented user experience from login to checkout stages.
- Developed casual gaming titles programming with Javascript, JQuery, and Unity.

ELECTRONIC ARTS

2012 – 2016

Assistant Designer, UX

- Prototyped gameplay mechanics for multiple mobile games including Ultima Forever, Simpson's Tapped Out, and Dungeon Keeper.
- Coordinated between art and engineering departments to design user interface, implement new features, identify bugs, and deploy updates/patches in a live environment.
- Created user journeys, storyboards, wireframes, and interactive prototypes through initial research of user needs, business goals, usability testing, and iterative design to invent intuitive and engaging products. Implemented designs using XML scripting and Unity.
- Conceptualized and developed quest systems, gameplay text, levels, and boss encounters. Designed, scripted, and implemented 100+ quests with multiple outcomes and branching dialogue options. Led localization process with international teams.
- Collaborated with Product Management and Data Analysis teams to forecast performance and deploy balance updates. Utilized JIRA, DevTrack, and Hansoft to track tasks, project progression, and timeline.
- Assisted in the creation and tuning of rule sets to ensure more unique user experiences. Produced and maintained design and proprietary software documentation. Implemented monetization strategies.

EDUCATION

AUSTIN CODE ACADEMY

2017 – Present

Full Stack Web Development Track

GEORGE MASON UNIVERSITY

2012

Bachelor of Arts in English, Minor in Computer Game Design

SKILLS

EXPERTISE: UI/UX, Rapid Prototyping, Interaction and Feature Design, Mobile Design (Android & iOS), Video Games, Front End Web Development, Usability & A/B Testing, Reward Systems, Project Management

SOFTWARE & SYSTEMS: Sketch, InVision, Photoshop, JIRA, Microsoft Suite

PROGRAMMING: JavaScript, HTML, CSS, Bootstrap, JQuery, Basic OOP, Unity