

# Adrian D'Alimonte

Focused on Product Design for games and creative tools

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## EXPERIENCE

### Senior Experience Designer

Electronic Arts (Maxis - *The Sims 4*)

Aug 2022 - Present, Toronto

Facilitate design workshops to meet *Live Service* content goals, produce UX documentation to support game designers and engineers.

### Senior Product Designer

Hasbro (Digital Preschool contract)

Sep 2021 - Aug 2022, Toronto

Creating artifacts and a design process that balances business needs with learning and fun for preschoolers.

### Product Designer (Game)

Prodigy Education

Apr 2019 - Sep 2021, Toronto

Design player flows, prototypes, sketches, and high-fidelity visuals for game features. Work cross-functionally with teams to facilitate design discussions.

### Product Designer

Rise Vision

Apr 2015 - Jan 2019, Remote

Analyzed business requirements to prioritize product iterations. Developed success metrics, user personas, and funnel reports.

### Senior UX Designer

AppCentrica

Sep 2012 - Apr 2015, Toronto

Collaborated with management and developers, creating wireframes and mockups for user interface systems.

### UI Artist

Gameloft

Jan 2010 - Sep 2012, Toronto

Created visual assets for intuitive, attractive and innovative UI systems. Designed icons and motion to assist with game flow.

## EDUCATION

### Sheridan College

Visual And Creative Arts (Diploma)

2009 - 2010, Oakville

## Tools & Techniques

Figma

Photoshop

Unreal

Unity / C#

Gamemaker

Javascript

and Sticky Notes!

## Learning and Growth

Scrum Master certification

Product Owner certification

'Jobs To Be Done' course certification

Celia Hodent's Game UX Masterclass

Will Wright's Game Design Masterclass

## Reading List

Design For Kids

Measure What Matters

Games User Research

One World School

## Connect

[LinkedIn](#)