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Mission Viejo, CA

## EDUCATION

Simon Fraser University

Bachelor of Science  
2010 - 2016

Major in Interactive Arts &  
Technology (Design)

Minor in Computing Science

## TOOLS

Figma

Adobe Photoshop

Adobe Illustrator

Adobe After Effects

Unity Game Engine

Proto.io

## LANGUAGES

HTML5/CSS3

JavaScript

C#

Java

## INTERESTS

Board gaming

RPGs & story-driven games

K-pop

Pasta

# HASIBA ARSHAD

USER EXPERIENCE DESIGNER

## INDUSTRY EXPERIENCE

### EA CAPITAL GAMES

Senior Experience Designer - LOTR:HOME (2021 - Present)

Led a team of 5 UI designers to create & refine game UI for Lord of the Rings: Heroes of Middle-earth.

Created wireframes, interactive prototypes, mockups, animations & implemented the game's UI in Unity. Collaborated closely with other disciplines to brainstorm & build alignment on new features.

### BLIZZARD ENTERTAINMENT

Designed game UI and web features across 3 different franchises. Created flow diagrams, wireframes, mockups, interactive prototypes, animations, & implemented front-end in Unity.

UI Designer - Hearthstone (2020-2021)

Responsible for end to end UI design of Hearthstone's battle pass, profile, and core progression system in upcoming mode, Mercenaries.

UX Designer - World of Warcraft Web (2019-2020)

Designed announcement site for World of Warcraft: Shadowlands, establishing company-wide visual style guide direction.

Associate UX Designer & Intern - Heroes Web (2016-2019)

Designed player profiles, team profiles, restructured information architecture, and used data to make informed, iterative improvements.

### ROADHOUSE INTERACTIVE

UX/UI Design Intern - Bike Unchained (2014 - 2015)

Responsible for end to end UI design of the game, Bike Unchained.

Created wireframes, mockups, iconography, animations & implemented the game's entire UI in Unity.

### LOUD CROW INTERACTIVE

Mobile App Developer Intern - Toontales (2013)

Implemented story-centric interactions as specified by the designers and developed new tools augmenting existing platform.

Implemented the navigation system for stories in the Toontales app.