

DIANE SCHULZ



714.362.7795



Los Angeles, CA



diane.o.schulz@gmail.com



<https://dianeschulz.com>

EDUCATION

BACHELOR'S DEGREE
Entertainment Arts/Animation
California State University,
Fullerton
2003-2010

EXPERTISE

SOFTWARE
Adobe Photoshop
Adobe Illustrator
Adobe Animate
Adobe After Effects

Protopie
Sketch
Axure

Cocos2D
Unity
Corona SDK

Atlassian JIRA
GitHub
SourceTree
TortoiseSVN

GRAPHICS
UX Design
Wireframing
Interactive Prototyping

UI Design
Iconography
Ideation Sketches
Animation
Illustration

PROFESSIONAL EXPERIENCE

SENIOR UI/UX DESIGNER

JUN. 2018 - PRESENT

PierPlay, LLC

Works directly with Product Managers and Designers from Scopely to translate GDDs into wireframes, flow charts, interactive prototypes, and animation mockups to hand off to artists and developers. Creates in-game animations in Unity while collaborating with the animation team and aids technical artists with game asset integration and optimization. Revises flows and wireframes as needed based off of data received from user tests and analytics.

- Direct contributor to refining PierPlay's and Scopely's pre-production process and improvement of communication between teams
- Monitors multiple features at various stages of development as primary UX designer to ensure product quality

SENIOR UI/UX DESIGNER

JUL. 2016-JUN. 2018

PlayQ

Created wireframes and digitally painted final, polished front-end and in-game user interfaces for casual mobile game titles. Mentored other UI/UX designers via concept art feedback and suggestions. Influenced design decisions during spec creation based on UX pain-points surfaced during design discussions. Created animated transition mock-ups and effects in Adobe After Effects, Flash, and Unity. Optimized game-ready assets to reduce loading times and overall game size.

- Shipped titles: Charm King, Taste Buds
- Contributed to 40% ARPDAU increase over a 6-month period via Charm King event UI design.
- Taste Buds featured on Google Play with large banner ad when released in April 2017.
- Was sole UI/UX designer for entire Taste Buds project.

UI/UX ARTIST

JUL. 2015-JUL. 2016

Nix Hydra

Sketched screen concepts, created wireframes and interactive prototypes, and digitally painted final, polished front-end and in-game user interfaces for mobile games targeted for a female audience. Created animated transition mock-ups and effects in Adobe After Effects and Flash to be used in-game or as implementation guidelines for designers and programmers.

- Shipped title: Egg!
- Egg! featured on the Google Play store in the #2 slot from 6/2/16 - 6/9/16 and in the "New Apps We Love" section on iOS from 6/7/16 - 6/13/16.
- Key member of 2 teams: Egg! and Egg Baby

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EXTRAS

UNIVERSITY AWARDS

Summa Cum Laude - 3.9 GPA

President's Scholar
(Full-Ride Scholarship)

Double Minor
Japanese and Business
Administration

OTHER ACTIVITIES

Encino HOA Board Member
(2017-2019)

PROFESSIONAL EXPERIENCE (CONT.)

SENIOR ARTIST

APR 2011 - JUN. 2015

Grab Games, LLC

Created concept art, sprite animations, environments, props, and character designs for Facebook, iOS and Android games. Interacted directly with game designers, engineers, and art director using Agile methodology for iterative development. Created UX flows and UI elements for all mobile titles.

- Shipped mobile titles: 777 Slots, Twinkle Smash, Legends of Mythica
- Shipped Facebook titles: Grab Money Slots
- Instructed other artists how to create concepts and animations that minimized texture memory usage and draw calls on mobile devices within the UI system unveiled in Unity 4.6

GRAPHIC ARTIST

JUL. 2010-APR. 2011

Quick Draw

Designed custom logos & other t-shirt graphics appropriate for emulsion screen printing. Converted clients' low-resolution files to a format appropriate for computer-to-film transfer using Adobe Illustrator, Adobe Photoshop, & VueRite SPVR. Used printing knowledge to speak with clients about differences in Direct-to-Garment printing vs. emulsion printing

- Custom logo designs were often completed under 1 hour to minimize costs
- Often worked with a limited color palette to create designs that read well on small and large shirt sizes and could be printed on an 8-color emulsion machine

GRAPHIC ARTIST

JUL. 2009-MAY. 2010

CSUF Graphic Services

Used Adobe Photoshop, Illustrator, & InDesign to design signs, flyers, movie posters, logos, t-shirts, brochures, pins, name badges and business cards. Refined graphics for university programs and functions using both traditional & digital media.

- Structured Illustrator and Photoshop files in ways that ensured easy editing for other employees
- Effectively worked with both internal and external clients via e-mail, phone, and face-to-face interactions