



UX/UI Director - Game Designer - Creative Director

portfolio

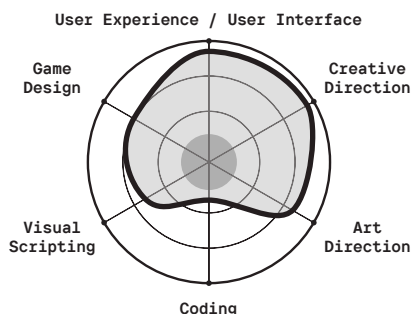
- www.xanderdavis.studio
- Reel: <https://youtu.be/IiSgcaH6z3I>
- www.linkedin.com/in/xanderdavis
30+ Recommendations
- www.imdb.me/xanderdavis
- xander@xanderdavis.studio

education

WRIGHT STATE UNIVERSITY
Wright State University
www.wright.edu
Dayton, Ohio

Graphic Design / Business Administration
Associates Degree, 2004
Additional Studies (Psychology), 2014
Dean's List & Honor Roll

skill focus



principle tools



about xander

As a games industry veteran, Xander Davis is known for his own game VAST and his UI Design work on 9.0-rated titles such as Transformers: War for Cybertron, Darksiders 2, Warhammer 40k: Regicide, Star Trek: Timelines, Star Wars, James Bond, and others. His most recent role was UX Director at AVALON, with a focus on transformative UX.

Xander has worked on-site at triple-A studios for five years and has been remote working for a decade for dozens more games studio clients all over the world on over 40 titles, many multi-million dollar globally launched and marketed releases. Combined with prior design agency work, he has a total of over 20 years experience.

Based in Alaska, Xander is a proud husband & father of three boys.

notable work



education (continued)

Through the Post-Secondary Scholarship earned by grade-point average performance, Xander was both a full-time freshman in college (tuition awarded) while finishing his senior year of high school and running his first business, a web-design company, graduating both in back-to-back years. He was voted 'Most Likely to Succeed' by his Class. Achieved degree and prestigious job in field immediately after with zero student loan debt.

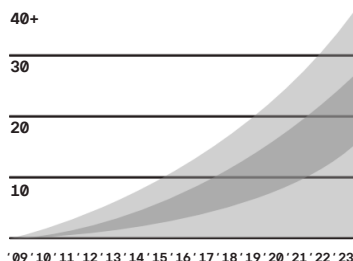
Xander returned to his alma mater university in 2014 to study Psychology, further informing his work in UX/UI Design. Continues to study 'soft skills' leadership techniques.

Throughout his career, Xander is constantly studying and learning new software and techniques, spanning professional-grade courses from Unity, Pluralsight, Learn Squared (tutelage from Ash Thorp and Maciej Kuciara), and others.

Xander has learned most from his extensive experience in countless self-driven projects, spanning filmmaking, screenwriting, music production, voice acting, audio drama production, graphic novel illustration, concept art, 3D modeling, virtual reality, augmented reality, video game development, generative AI and its impact on UX & UI, and generative filmmaking.

velocity

Total games industry titles & studio experience over time. After having gone remote independent worldwide in 2013, velocity went exponential.



press



work history

AVALON

UX Director
AVALON
www.playavalon.com
2022 - 2023

UX/UI & Product design and direction advocating for radically advanced approach to MMORPG-UGC platform. Reporting to CPO Jeffrey Butler in core Design Team. Developed logo brand identity + creative direction, IP development, art direction, story/narrative design and writing, and sound design & music direction.

ASTROGUN

Owner / Projects Lead
Astrogun LLC
www.astrogun.com
2014 - 2021

Xander's indie studio label. Shipped award-winning VAST on macOS, iOS, tvOS, and coming soon to Steam (Wishlist). Pitched VAST at GamesIndustry.biz Investment Summit at PAX '19.



UI Director
Vigil Games (THQ)
2011 - 2012

Created UI Team and pipeline that enabled designing and implementing 27 screens of UI in 3 months towards shipping 9.0 Darksiders 2, despite publisher bankruptcy & mass layoffs.



UI Artist
High Moon Studios
(Activision Blizzard)
www.highmoonstudios.com
www.activisionblizzard.com
2009 - 2010

Designed, art directed, and co-implemented the UI for 9.0 title Transformers: War for Cybertron with Scaleform & Unreal Engine.

Sweetwater

Senior Designer & Photographer
Sweetwater Sound Inc.
www.sweetwater.com
2007 - 2008

Principle digital designer and photographer (campus, events, and thousands of guitars) in the Marketing Department of this Fortune 500 company. Also had original music mastered at their world-class recording studio.



Web-Design & Hosting
Atlas-Image LLC
2002 - 2009

Freelance web-design and hosting services to clients locally with some worldwide. Xander's first business started before graduating high-school.

Seeking Remote-only opportunities in games & tech across UX/UI, Product, Game Design, & Creative Direction under fulltime employment.

Most passionate about innovative high-concept projects and radical new UX/UI product design with 'automagic' solutions. This especially includes revolutionizing interaction and creativity, empowering amazing rapid authorship.

XD&A

Design & Direction Consultant
Xander Davis & Associates LLC
www.xanderdavis.studio
2013 - Present

Design services for the games / tech industries for dozens of clients (indie to triple-A) worldwide. See Pg. 1 examples.



UI Manager
Petroglyph Games
www.petroglyphgames.com
2012 - 2013

Promoted 4 times in 5 months to UI Manager, created central UI Dept. overseeing 22 team members on three triple-A titles and a Kickstarter simultaneously. Ended in mass layoffs.



Senior Game Designer / Writer / Senior UI Designer
Xaviant
2010 - 2011

Started as Senior UI Designer, promoted to also take on Senior Game Designer & Writer roles simultaneously, working on early versions of Lichdom, a 'Call of Duty of Magic' in CryEngine.



Interactive Developer
Brand Innovation Group
www.gotobig.com
2008 - 2009

Design / Production of XHTML/CSS, CMS, Flash websites and Flash games for clients.

spinweb

Creative Director
Flash Design /Branding Specialist
SpinWeb Internet Media Inc.
2005 - 2007

Web-design generalist, branding, video production, sales, marketing. Started as intern, rebranded the company and approach, 10x'd profits, made Creative Director within six months at age 20.

"Xander has a keen eye for details, aesthetics and polish, and is very prolific in all of his projects. He is one of the most passionate people who I have met when it comes to creating games - from design and UI, to tools and pipeline, to coding methods. When discussing both making and playing games (from classic to recent) with Xander, I can't help but get more excited about our craft. He also keeps up on everything that is going on in the game industry, and is very knowledgeable about new trends and technologies. I've enjoyed working with him, hope to do so again, and heartily recommend him!"



-Mike Legg
President
Petroglyph Games

"This guy is dripping with creativity, and has the technical savvy to match. Xander is a visionary, and I have personally seen him handle the job duties of UI creation, script, and design at the same time, and go on to produce stellar results. If I were to make a game, or movie, it would be an honor to have him involved on it."



-Brad Whitlam
Creative Director
Primal Carnage

"One of Xander's strongest traits is his entrepreneurial spirit which manifests itself in a variety of good discussions and ideas. Xander was good at researching competitor products and delivering ideas that highlighted the best aspects of what he thought was needed and also provided a proven solution. He often drew from his own personal experiences on various skunkworks projects which he continues to aggressively pursue. Xander works strongly in process-driven workflows and encourages his direct reports to do the same through our internal toolset for managing tasks and deadlines. He leads by example in this regard and at any time I was able to get the full picture on what was assigned to his people and the amount of progress that had been made. I know Xander will do well in whatever he orients himself to. He's motivated and well spoken and presents himself very well. I would encourage anyone to check out his website to see how flexible and talented he is."



-Ted Morris
Executive Producer
Petroglyph Games

From my time working with Xander a couple of words come to mind: Quality, Passion, and Experience. Xander was a phenomenal lead who would often engage in multiple 1on1 sessions to review my tasks and push me to increase the quality of my work. Xander's passion for games and innovative technologies pushes him to stay up to date on all of the latest technological advancements. Xander also provides years of experience and the skills to support. When it comes to innovation within the UI/UX fields Xander excels and redefines the bar for quality. Xander combines these feats together to produce results for his team.



-Kyle Robinson
UI Technical Designer
AVALON

"Xander is a passionate UI Manager that uses his industry knowledge to drive his UI Designs. He always keeps the worst case scenarios in mind and pushes his team to get the job done the right way the first time. While Xander is very process-oriented he supports his team's ability to craft creative solutions that serve the long-term needs of the project. Additionally he consistently adjusts time estimates based on new information and provides clarity on the status of his team which is essential during time crunches near the end of projects."



-Bryan Gallareto
Lead Producer
NCSoft

"Xander is unquestionably brilliant. His passion for the work that he does extends, extensively, into his personal interest and his thirst for knowledge and growth in his areas of focus means that he tends to uncover trends, early, knows where the industry and his specialty are headed, and is happy to share that information with his coworkers. I worked directly with Xander in a mentorship role and found him to be coachable, eager, and genuine. He's sharp, focused, detail-oriented, and meticulous; he has high standards for himself and for his peers."



-Zack Karlsson
COO / Biz-Dev
AVALON

"Xander is one of the most hard-working individuals in this industry. He is not afraid of any challenge. He is always willing to do what it takes in order for the team to rapidly iterate & shape the product into something great. His dedication to quality, coupled with his extensive knowledge of games & the roots of design, make him a valuable asset that any team would be lucky to have."



-Mark Vernon
Game Designer
Ubisoft San Francisco

"It's rare to find individuals with the level of enthusiasm and dedication he has to the medium. In addition to his design expertise, Xander's experience in other industries with quick turnaround times enabled him to generate a tremendous amount of work in a short amount of time."



-Jared Adkins
UI Designer
Psyonix

"Xander's work on high-profile products speaks for itself. He understands the mechanics of UI and has a good eye for merging its design with aesthetics to make the whole more than the sum of its parts. On our project, he had a good head for organizing and handling massive tasks without getting overwhelmed, stepping through each part of our UI in intelligent order to accommodate iteration and art."



-Shane Hensley
Executive Producer
Petroglyph Games

"Xander consistently met or exceeded my expectations as UI Manager. He brought a breadth of knowledge and expertise to better plan and execute every detail of the tasks assigned to him. I was always comfortable that Xander would oversee a project and direct the resources assigned to it as effectively as I would myself. I recommend Xander unreservedly."



-Timothy Brian Brown
Design Development Director
Petroglyph Games

"The level of expertise and knowledge Xander brings to the table is top notch. Having Xander as a Manager as part of the UI Team has proven itself to be a fun and most importantly, an extremely educational experience. The one thing that truly stands out about Xander is his ability to know industry trends; what will and will not be relevant in the future."



-Michael Scala
UI Artist
Illfonic

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UX/UI/PRODUCT

