



elissatorgeson
DESIGN

360.471.7077

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Portfolio: <http://elissatorgeson.com> | LinkedIn: <https://www.linkedin.com/in/elissa-torgeson>

Lorem ipsum

Experienced Sr. UI/UX Designer

Creative UI/UX Designer with expertise in human-centered design, graphic arts and web development. I design intuitive, visually engaging experiences and collaborate across teams to meet business goals. Skilled in establishing design standards, analyzing performance, and delivering impactful solutions.

Qualifications

- Unity Integration/Perforce
- Brand Identity
- Market Research
- Interactive Visualizations
- Bias for Action
- Mentoring/Training
- Workflow Tooling
- Technical Documentation
- Leadership
- Process Enhancements
- Web/Graphic Design Expertise
- Risk Analysis

Design Skills

Sr. User Interface Designer (UI) | User Experience Designer (UX)
 Human-Centered Design (UX/UI) | Graphic Design Expertise: Logo Creation & Branding
 Landing Page Design, Iconography, HUD, Menu & Feature Designs
 Responsive Unity Integration with Perforce Version Control | Figma | Confluence | JIRA
 Adobe Creative Suite: Illustrator, Photoshop, Animate, InDesign & After Effects
 Front End Web Developer/Designer | HTML/CSS | HTML5 Playable Ads

Professional Experience

Sr. User Interface/User Experience Artist April 2022 - October 2024

Netflix | Bossfight Entertainment: Money Heist & Netflix Stories (Mobile Social Gaming) - Los Gatos, CA (Remote)

Led the UI/UX design for revolutionary, non-monetized mobile games tied to Netflix IPs, including Money Heist, Bridgerton, Love Is Blind, Virgin River, Perfect Match, Emily In Paris, Selling Sunset, Outer Banks, A Perfect Couple, and Netflix Stories. Designed game branding, interfaces, and features from concept to release, enhancing player satisfaction and retention. Created pixel-perfect layouts, assets, menus, logos, icons and dialogs integrated into Unity via Perforce. Collaborated with producers, writers, artists, designers, engineers, and showrunners in an agile environment. Developed scalable UX/UI standards, workflows, and templates supporting multiple stories in anthology-style apps. Provided training and leadership to team members, ensuring the successful and cohesive delivery of high-quality games.

User Interface/User Experience Artist March 2021 - March 2022

Bossfight Entertainment: My Vegas Bingo (Mobile Social Gaming) - Allen, TX (Remote)
 Provided intuitive designs that increased player satisfaction while enhancing the established style and brand of a popular Bingo game. Designed and integrated features, logos, icons, and dialogs into Unity using Perforce. Collaborated in an agile game production environment with UX Designers, Game Designers, Artists, Producers, and Software Engineers in the creation and implementation of a leading-edge game to drive consistent player metrics.

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Elissa Torgeson Professional Experience *(continued)*

Sr. User Interface/User Experience Artist

January 2020 - March 2021

DoubleDown Interactive: Fort Knox (*Mobile Social Gaming*) - Seattle, WA

Created compelling, emotionally impactful designs that increased player satisfaction while enhancing the established style and brand. Create, execute and integrate logos, icons, and dialogs into Unity using Perforce; executing UX wireframes while adhering to and promoting design guidelines. Collaborated in an agile game production environment to create leading-edge games and features that consistently exceed goals

Web Developer II/Marketing Artist

July 2016 - January 2020

DoubleDown Interactive (*Social Gaming Company*) - Seattle, WA

Developed campaign-specific landing pages that drove conversion and delighted customers. Built wireframes for new pages with latest web design trends. Designed campaign assets for multi-million dollar chip sales, games, and promotions used by DoubleDown Casino, DoubleDown Fort Knox, and Ellen DeGeneres Slots.

Web Design Specialist (*Contracted through InsightGlobal*)

January 2016 - March 2016

CDK Global, Inc. (*Digital Marketing Firm - Automotive Industry*) - Seattle, WA

Built new websites after discovering client needs, utilized Enhanced Design Options, JavaScript, and CSS to stylize sites, leading to a relevant modern experience. Created on-point and relevant ad content and CTAs with rollover animations, directing consumers to perform functions. Promoted Internet presence and branding.

Freelance Web and Graphic Arts Designer

June 2014 - September 2015

The RockFish Group (*Marketing and PR Firm*) - Poulsbo, WA

Created eye-catching and functional website design with consideration for user interface and experiences. Built visual designs using Adobe Illustrator allowing the client to envision their new site. Partnered with the website developer to create detailed graphic files that communicated design and style requirements. Worked together to quickly and effectively resolve any issues. Designed publications and other print media using Illustrator and Photoshop.

Education

Associate in Applied Science: Information Technology - Web Design

Seattle Central College, Seattle, WA

Associate of Arts - Graphic Design

Clovis Community College, Clovis, NM



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