

JSRUESCH.COM JSRUESCH@GMAIL.COM 608.609.0178

#### **SPECIALTIES**

**UI Art** 

**UX Flow & Wireframing** 

Animation

**Graphic Design** 

Photomanipulation/Compositing

Vector Art

Web Design

**Motion Graphics** 

**Photoretouching** 

**Custom Font Creation** 

#### **GAME ENGINES**

**Unreal Engine** 

Unity

**Proprietary Engines** 

Includes deep knowledge of creating complex screens, widgets/prefabs, animations, effects/shaders, and data driven sequences.

#### SOFTWARE

Photoshop

Illustrator

After Effects

Figma / Xd

## AWARDS

2017 Games for Change People's Choice Award (At Play in the Cosmos)

Six-time American Adertising Federation Award Winner (student catagory)

### **EDUCATION**

**Bachelor of Science Graphic Design** Herzing University, Madison, WI

#### **EXPERIENCE**

#### ASSOCIATE DIRECTOR OF UI

LOST BOYS INTERACTIVE

APR 2023 - PRESENT SHIPPED: WWE 2K24

As Associate Director of UI I served all projects Lost Boys Interactive was working on that included UI work. I identified project needs, and facilitated filling those needs on a case-by-case basis. This included but was not limited to overseeing high level direction, guidance, execution, participating as an individual contributor in ways similar to a Principal UI Artist, or helping identify quality candidates to build teams to support those needs. It was my duty to raise the bar across all aspects of UI/UX work that came out of Lost Boys Interactive. I also assisted Lost Boys at a studio level for various initiatives, demos, and pitch development projects.

## PRINCIPAL UI ARTIST

LOST BOYS INTERACTIVE

MAR 2022 - APR 2023 SHIPPED: WWE 2K23

As Principal UI Artist I worked on the WWE 2K23 game's UI across almost all modes and features. I helped spearhead, document, and distribute process and pipelines foundational to raising the quality bar and standards for UI throughout the project. I was also responsible for creating UX wireframes and flows, high-fidelity screen mockups, card series and asset designs. I also worked extensively in-engine to create screens, prefabs, animations, effects, and sequences.

### SENIOR UI ARTIST

LOST BOYS INTERACTIVE

JUL 2020 - MAR 2022 SHIPPED: WWE 2K22

As Senior UI Artist I worked on the WWE 2K22 game's MyFaction and MyGM game modes. I was responsible for creating UX wireframes and flows, high-fidelity screen mockups, card series and asset designs. I also worked extensively in-engine to create screens, prefabs, animations, effects, and sequences.

## ART DIRECTOR

JUL 2018 - JUN 2020

**GEAR LEARNING** 

Lead a team of artists to develop and execute a cohesive artistic vision. Maintain quality standards for all Visuals produced by the studio. Develop documentation, pitch materials, and styleguides.

## UI / UX / WEB DESIGNER

JAN 2017 - JUL 2018

GEAR LEARNING

Worked simultaneously on multiple web design projects, print projects, product branding, and user interface designs for educational games.

## UI / UX / WEB DESIGNER

AUG 2012 - JAN 2017

LEARNING GAMES NETWORK

## GAME UI DESIGNER

FEB 2011 - JUL 2012

# MORGRIDGE INSTITUTE FOR RESEARCH

# GRAPHIC DESIGN INTERN

MAY 2010 - AUG 2010

## DELVE (FORMERLY DESIGN CONCEPTS)

GRAHPIC DESIGNER ETERNAL SOUL STUDIOS SEP 2008 - JAN 2010

# PHOTO RETOUCHER

NIEMAN PHOTOGRAPHY

MAY 2006 - AUG 2008