

**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 OI | FUI APR 2023 - PRESENT     |
|-----------------------|----------------------------|
| LOST BOYS INTERACTIVE | SHIPPED: WWE2K24 . WWE2K25 |

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-bu-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

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MAR 2022 - APR 2023 SHIPPED: WWE2K23

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

As Senior UI Artist I worked on the WWE 2K22 game's MuFaction and MuGM 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  |
|------------|---|
| GEAR       | LEARNING  |
| Lead a tea | m of artists to develop and execute a cohesive artistic v |

JUL 2018 - JUN 2020

JUL 2020 - MAR 2022

SHIPPED: WWE2K22

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                |
|--|------------------------------------|
| Worked simultaneously on multiple web design projects, print projects, pro<br>designs for educational games. | oduct branding, and user interface |
| UI / UX / WEB DESIGNER<br>LEARNING GAMES NETWORK   | AUG 2012 - JAN 2017                |
| GAME UI DESIGNER<br>MORGRIDGE INSTITUTE FOR RESEARCH   | FEB 2011 - JUL 2012                |
| GRAPHIC DESIGN INTERN<br>DELVE (FORMERLY DESIGN CONCEPTS)  | MAY 2010 - AUG 2010                |
| GRAHPIC DESIGNER<br>ETERNAL SOUL STUDIOS   | SEP 2008 - JAN 2010                |
| PHOTO RETOUCHER<br>NIEMAN PHOTOGRAPHY  | MAY 2006 - AUG 2008                |