DatJuan

Juan Morales-Rocha
Game UI/UX Designer

Hello!

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Game Projects

UI Designer - *LoveCraft*
USC Games / Dec 2018 - Present
- Currently developing the UI for a mobile dating sim with a group of graduate students.
- Created a logo, dialog boxes, and menus.
- Responsible for implementing the UI assets into the game with Unity.

UI Designer - *Chimera*
USC Games / Oct 2018 - Dec 2018
- Worked remotely with a group of graduate students to further develop the UI in their game.
- Experimented with different ways of displaying their unique "mental state" mechanic.
- Once the design was finalized, I implemented the interactions for the UI by using C# in Unity.

UI/UX Designer - *Juanito el Nahualito*
UC Santa Cruz / Mar 2018 - June 2018
- Designed & implemented the title screen, credits, and pause menu within Unity.
- Worked on color-coding bilingual text in hopes of improving readability and easing cognitive load.
- Drafted a play-test survey in order to gather player feedback in a consistent manner.

Education

University of California, Santa Cruz
B.A. Art & Design: Games + Playable Media
B.S. Cognitive Science: AI/HCI

Leadership

Co-founder of Diversity in Games (DiG)
A student organization focused on fostering the success of game designers from underrepresented communities.

Skills

Design
Adobe Photoshop
Sketch / Invision
Affinity Designer
Adobe XD
Unity3D

Research
Wireframing
Prototyping
Storyboarding
Usability Testing
Heuristic Evaluation

Collaboration
Discord / Slack
Trello / Asana
JIRA
Scrum

Languages
English - fluent
Spanish - fluent
HTML/CSS/JS - basic
C# (Unity) - basic

Work Experience

Undergraduate Adviser for AGPM
UC Santa Cruz / Sept 2017 - Present

Support game design students by advising them on best practices, course recommendations, and providing information that can assist their personal and professional development.

UI Consultant
Centro Partners / Jan 2017 - Dec 2017

Worked on redesigning Centro's Business Plan mobile app while remotely communicating with stakeholders and devs. I focused on creating wireframes, prototypes, and usability testing.

Technical Support Specialist
UC Santa Cruz / Aug 2016 - Sept 2017

Assisted clients with Tier 1 support through the telephone and remote desktop sessions. Created documentation for various campus processes in both English and Spanish.