Mike Dobbins

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WORK EXPERIENCE

UX Manager   Oct 2016 – Mar 2018
Wargaming, Emeryville, CA

Managed and mentored a team of developers and provided efficient and engaging UI/UX design solutions for all company products. This included a diverse portfolio of internal and external web applications in support of multi-million dollar entertainment IPs.

- Designed and developed UX solutions from concept to execution, on all marketing campaigns, including the **2017 Super Bowl** campaign, the Christopher Nolan "**DUNKIRK**" feature film partnership campaign, and a unique **Roku** advertising initiative.
- Brainstormed with the "World of Tanks" Global Brand manager a new retention initiative which lead to the development of Tank Academy, a brand *NEW* virtual "training school." The site integrates html5 video, css3 animations, and a unique layout to increase the engagement of World of Tanks by demystifying the core gameplay mechanics in a streamlined and simple style.
  - *Results*: Tank Academy significantly increased user retention, lowering new user drop off by 30% after launch. Nearly all users visiting the site engaged with the full suite of content available. Tank Rewards user base has steadily increased since launch, with a current average user base of over 67k each month.
- Designed, developed, and/or edited all brand HTML5 ad banners campaigns for multiple products across a wide range of advertising budgets and partner restrictions under tight deadlines.
- Co-created a customer loyalty program for World of Tanks; Tank Rewards. Designed to increase player engagement and retention through earnable points which are redeemable for prizes, Tank Rewards increased our player engagement more than 20% since launch.
  - *Results:* By the end of its first year Tank Rewards was used by 60% of the entire US player base.

Software Engineer   April 2016 – Oct 2016
SEPHORA, San Francisco, CA

Develop software for in-store interactive displays.

- Work within a fully agile environment.
- Coordinate with team to continuously maintain existing software and develop new features.

Sr. UI/UX Designer   Nov 2015 – April 2016
Wells Fargo, San Francisco, CA

Provided efficient and engaging UI/UX design solutions for a diverse portfolio of internal applications used throughout the company.

- Provided critical analysis and updated designs for several applications to improve aesthetic and user experience.
- Worked closely with Business Systems Consultants and engineers to contribute to a shared vision of a user-centric experience for current and future applications.

Results: Significantly shortened project planning by quickly evaluating and developing efficient UI/UX solutions.

Web Manager   Jul 2012 – Jul 2015
SEGA of America, San Francisco, CA

Primarily responsible for the creation of digital and print marketing assets. Served as Art Director for Marketing projects. Managed and maintained the Sega website.

- Designed/created countless promotional images for major brands for use on social sites, PSN, Xbox Live, and Nintendo eShop. Mobile designs included designing interstitial elements integrating the UI design of the game in a seamless manner.
- Complete design and development of the Flash game for Sonic Boom, Sonic Boom Link 'n Smash, including all programming, graphical elements, and UI/UX elements.
- Worked with marketing and development teams, and external agencies, to successfully redesign and relaunch the Sonic the Hedgehog website for E3 2014 with a lead time of only 2 months. Worked with the agency to lock down an engaging, intuitive UI/UX design that is responsive to mobile as well.
- Responsible for the complete design and launch of the 2015 Yakuza brand marketing site.
- Designed and developed, or modified existing, Flash ad banner campaigns for several major brand launches.
- Managed a team of 7 designers and developers, and at any given time up to 3 external agencies on multiple projects.

Results: The new Sonic the Hedgehog website is universally considered a massive improvement over the old site, with a much better looking and more engaging design, easier to use navigation, and leveraging social network elements. Traffic has steadily increased since launch. The Sonic Boom Flash game launched on Cartoon Network's website in the top 10 most played games with more than 400k plays at launch.

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Lead UI/UX Designer (Flash)   Nov 2010 – Jul 2012

SEGA of America, San Francisco, CA

Responsible for the design and development of Flash based materials for Sega.com, including web games, websites, banners, and other promotional materials.
- Design and development included all programming and graphical elements, including all UI elements for all websites and games.
- Developed the Information Architecture (IA) and UX for all websites and games.
- Focus tested all aspects of the websites and games, including any gameplay, graphics, UI/UX, and features to deliver a top quality experience.
- Designed and developed, or modified existing, Flash ad banner campaigns for several major brand launches.

Results: The Flash games and Flash websites built were the highest trafficked destinations for the Sega website. Game traffic remained heavy and consistent well after the marketed title launched. General increase with each release to Sega.com overall traffic.

UI/UX Designer (Flash)   Mar 2009 – Nov 2010

Ubisoft, San Francisco, CA

Design and implementation of Art and UI/UX for social network games. Served as Art Director on key social networking projects. Assisted in game design for social network games.
- Complete design and development of the launch version of Ubisoft's first successful Facebook game, Tick Tock, including all programming, graphical elements, and UI/UX elements.
- Utilized internal and external Focus Testing to refine all aspects of UI/UX and game elements to ensure user satisfaction.
- Complete design of all UI/UX for Ubisoft's second successful Facebook game, House Party.
- As acting Art Director, worked with internal and international art teams to create the visual identity and assets for several large scale Facebook games.

Results: Both Facebook games launched to critical acclaim, with the visual design of both being sighted as one the highlights for each. House Party went on to become a profitable endeavor for Ubisoft and led to the development of more dedicated social network game teams.

Manager, Web Design   Apr 2008 – Jan 2009

SEGA of America, San Francisco, CA

Flash Developer   May 2006 – Apr 2008

SEGA of America, San Francisco, CA

Web Producer   Aug 2005 – May 2006

Electronic Arts, Redwood City, CA

Web Manager   Nov 2001 – Aug 2005

Konami Digital Entertainment, Redwood City

TECHNICAL

Toolbox: Adobe Creative Suite, Sketch, Balsamic, WordPress, Web Analytics, Prototyping, Persona Creation, A/B Testing

Languages: Angular, CSS, PHP, ActionScript, HTML5, XML, JSON, JavaScript/jQuery

Art:
- Proficient in the use of many mediums, including: pencil, ink, paint, and computers.
- Experience in character design and storyboards.
- Artistic knowledge of the human form in detail.

EDUCATION

Associates of Science, Multimedia
Masters Institute, San Jose, CA -
Graduated 1999

Associate in Arts, Liberal Arts & Science
Chabot College, Hayward, CA -
Graduated 2003

Study of Japanese Language