

GARY R. BOODHOO

UI / UX Director

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CAREER HIGHLIGHTS

- Directed UX for The Elder Scrolls Online's PlayStation 4 and Xbox One launch, unifying hundreds of PC-native interactions into a cohesive gamepad-first experience spanning every player-facing system. ESO has since grown to 26M registered players and nearly \$2B in consumer spend.
- Invented a spatial interaction framework for Project Kestrel at ZeniMax Online Studios, aligning gameplay, narrative, art, and UX as the project scaled from a small strike team to more than 100 developers.
- Co-developed EA Sports' first shared interface framework, freeing hundreds of developers across seven franchises to stop reinventing the wheel and focus on what made each game unique.

SELECTED PROFESSIONAL EXPERIENCE

Skinjester, Inc. — UX Director | San Francisco, CA 2016–2025

- Established the modular UX framework for The Elder Scrolls Online's live-service web platform, remaining extensible through years of chapters, DLC, and updates as new teams continued to build on it.
- Published nine Kestrel UX prototypes built in Unreal Engine as HTML5 builds on AWS over ten weeks, enabling ZeniMax Online Studios and external partner Sprung Studios to evaluate interaction design remotely and converge on feature direction.
- Translated approved Kestrel features from Unreal Blueprint prototypes into production-ready Figma specifications, aligning game design, engineering, and QA around a shared implementation plan.

ZeniMax Online Studios — Lead UX Designer | Hunt Valley, MD 2013–2016

- Led the transition of The Elder Scrolls Online (ESO) from PC to PlayStation and Xbox, re-architecting hundreds of interactions with a seven-person UI team while coordinating implementation across a 200+ person ZeniMax studio and external partners Iron Galaxy and Zindagi.
- Established three UX principles for ESO's console interface—From Clicks to Thumbs, Signal Over Noise, and Readable from the Couch. They became the framework for interface decisions across the game and were later adopted by the PC build in response to player demand.
- Maintained ESO's Confluence UX repository as the shared production reference for ZOS and external partners across North America and Europe, enabling designers, engineers, and QA to implement and test against the same specifications.
- Recruited a junior designer for the ESO UI team and mentored his transition into game UI. He later advanced to Senior UI Designer.

RealU — UX Consultant | San Francisco, CA 2012–2013

- Re-established UX direction for Otherland by auditing the existing interface, defining interaction patterns, and aligning the team around a clearer product vision ahead of investor demonstrations.

Osterhout Design Group — Product Designer | San Francisco, CA 2010–2011

- Designed interaction concepts and prototypes for early augmented reality systems, balancing optical, sensor, and hardware constraints with real-world use cases.

Electronic Arts Maxis — UX Consultant | Redwood Shores, CA 2008–2009

- Unified The Sims 3's Game Entry and Neighborhood Management experiences, creating reusable interface specifications that supported the franchise for nearly a decade.

LucasArts — Senior UX / UI Designer | San Francisco, CA 2006–2008

- Led UI development for Star Wars: The Force Unleashed from concept through ship, partnering with design, engineering, and art to deliver one of the fastest-selling Star Wars games at launch.

Electronic Arts Tiburon — Senior Interface Designer | Maitland, FL 2001–2004

- Co-developed EA Sports' first shared interface framework, establishing reusable patterns across seven franchises to support EA Sports' annual release cadence.

EDUCATION

Full Sail University — A.S., Video Production | **Massachusetts College of Art and Design** — Studio for Interrelated Media