

## **Gary R. Boodhoo** – Senior Product & UX Designer

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I'm a resourceful creative partner for teams building interactive systems. I shape product direction, prototype key behaviors, and carry UX decisions into production.

### CORE COMPETENCIES

Commerce flows | Live services | Interaction design | Information architecture | Design systems | Prototyping

### CURRENT WORK

- **LFOGRID:** Creative tool for device automation across MIDI networks.
- **CODAME Art+Tech Festival, 2026:** Co-producing San Francisco installations for *The New Human* (Milan, Berlin, San Francisco, Shanghai).

### EXPERIENCE

**Skinjester Studio** – User Experience Director | 2016–2025 | San Francisco, CA

Built an independent UX studio helping creative partners prioritize goals and move design work forward.

- **Loss Prevention, Iveda Systems:** Designed mobile-first workflows for hospital equipment tracking, partnering with WRLD3D on indoor-mapping models for product demos.
- **Platform Services, ZeniMax Online Studios:** Improved account services and editorial workflows for *The Elder Scrolls Online* (26M+ players), supporting a fast-growing audience across web, PC, PlayStation, Xbox, and Steam.
- **Game Incubation, ZeniMax Online Studios:** Feature design and Unreal Engine prototyping for an early-stage online action RPG before full production staffing.

**ZeniMax Online Studios** – User Experience Lead | 2013–2016 | Cockeysville, MD

Led UX for *The Elder Scrolls Online* as it expanded from a dense PC desktop application to a couch-first console experience on PlayStation 4 and Xbox One.

- Audited hundreds of features to help design, engineering, QA, and production scope a large cross-platform redesign.
- Defined UX guidelines for navigation, content structure, commerce flows, and dense item data.
- Owned the in-game store experience from discovery through purchase, including special events and seasonal offers.

**RealU** – User Experience Consultant | 2012–2013 | Singapore

Helped *Otherland*, a stalled free-to-play MMORPG, regain momentum by delivering a UX/UI production framework for key game systems.

- Created feature designs for item management, storage, and customization systems tied to player ownership and the game economy.
- Designed shop and purchase flows from discovery through confirmation, with reporting for business requirements.

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

Designed interface concepts and field-use scenarios for an integrated wearable AR system presented to commercial and military stakeholders.

- Designed speculative interface concepts ranging from situational awareness to system settings.
- Developed touchpad gestures for navigation and selection on a 9-DOF wearable controller.

**Electronic Arts, Maxis** — User Experience Consultant | 2008 | Redwood Shores, CA

Unified onboarding, re-entry, and neighborhood management flows for *The Sims 3* during the push toward alpha.

- Designed critical paths for starting, resuming, and managing play so players could move through saves, households, and custom content more clearly.
- Consolidated workflows for a complex content-management and world-editing interface, replacing pre-alpha workarounds for content designers and QA.
- Audited tooltips, panels, and dialogs to turn fragmented dynamic game data into reusable UI patterns before alpha.

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

Led interface design for *Star Wars: The Force Unleashed* from early concepts through console launch on PlayStation 3 and Xbox 360.

- Prototyped targeting and combat feedback in-engine with Lua scripts so the team could review and adjust behavior in context.
- Worked with engineering and QA to carry the game interface through localization, performance review, and first-party certification.

**Electronic Arts, Tiburon** — Senior User Interface Designer | 2001–2005 | Maitland, FL

Grew from contributor to interface lead across multiple *Madden NFL* releases; co-developed an EA Sports UI style guide that helped four studios share patterns across seven annual titles, including *FIFA*.

- Led *Madden NFL* interface design across front-end flows, in-game presentation, and hundreds of annual production screens under yearly ship deadlines.
- Designed features for *EA Sports Nation* online leagues so players could understand tournament structure, division movement, and league rules.

ADDITIONAL EXPERIENCE

Rumble Games — User Experience Designer | 2011–2012 | Redwood City, CA

Serious Business — User Experience Designer | 2009–2010 | San Francisco, CA

Nihilistic Software — Senior User Interface Designer | 2008–2009 | Novato, CA

Rainbow Studios — Senior User Interface Designer | 2005–2006 | Phoenix, AZ

TOOLS

Figma | Framer | Unreal Engine | Photoshop | Illustrator | After Effects | Python | React | HTML/CSS | Lua

EDUCATION

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

PUBLIC SPEAKING

Game Developers Conference | Stanford University | San Francisco State University