

Gary R. Boodhoo

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Senior Product & UX Designer

I help teams make complex products and platforms easier to understand and use. I translate technical direction into clear user journeys, practical workflows, and production-ready design across games, web platforms, and operational systems.

CORE COMPETENCIES

UX/UI Direction: Player journeys • Navigation systems • Live-service flows

Visual Systems: Sketching • Design systems • Style guides

Finding Opportunity: Exploring concepts • Reframing problems • Prototyping features

Production: Design reviews • Documentation • Asset pipelines

TOOLS

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

EXPERIENCE

Skinjester Studio — User Experience Director • 2016–2025 • San Francisco, CA

Built an independent UX studio helping teams turn complex product goals into design direction they could build from.

- **Platform Services, ZeniMax Online Studios:** Owned platform UX for ElderScrollsOnline.com across web, PC, PlayStation, Xbox, and Steam, improving account creation, sign-in, editorial, and purchase flows using analytics and support feedback.
- **Loss Prevention, Iveda Systems:** Designed a mobile-first framework for hospital equipment tracking and loss prevention, bringing in WRLD3D as a technology partner to support product demos.
- **Project Kestrel, ZeniMax Online Studios:** Shaped early UX and visual interface direction for an unreleased online co-op action RPG through Unreal Engine prototypes, spatial UI concepts, and weekly design reviews with studio creative leadership.
- **Exhibitions, Workshops & Talks:** Partnered with CODAME and other Bay Area nonprofits on interactive exhibitions and public programs. Led creative coding and AI workshops at GitHub and Bay Area coworking spaces. Spoke at Stanford University and UCSF about creative technology and human-computer interaction.

ZeniMax Online Studios — User Experience Lead • 2013–2016 • Cockeysville, MD

Led UI/UX for *The Elder Scrolls Online* (ESO) as the game expanded from PC to PlayStation 4 and Xbox One.

- Reinvented ESO's dense PC interface as a couch-first console experience played on a TV.
- Audited hundreds of interface features and mapped them into a system matrix so the team could see scope, compare patterns, and plan the console redesign.
- Wrote interface guidelines for lists, panels, screens, and dense item data, keeping layout and interaction rules consistent across the game.
- Owned the in-game store UI, shaping item browsing, detail views, purchase flows, and seasonal offer placement.

RealU — User Experience Consultant • 2012–2013 • Singapore

Helped *Otherland*, a stalled free-to-play MMORPG, regain momentum by creating a UI direction package for HUD, front-end screens, panels, and dialogs.

- Audited existing work to identify inconsistent layouts, interaction patterns, and production blockers.
- Established visual direction and reusable templates to make the interface easier to extend in production.

Rumble Games — User Experience Designer • 2011–2012 • Redwood City, CA
Designed inventory and lobby UX/UI for *KingsRoad*, a browser-based co-op action RPG.

Osterhout Design Group — Product Designer • 2010–2011 • San Francisco, CA
Designed wearable AR interaction demos for military subject matter experts, grounding early hardware concepts in real-world scenarios.

Serious Business — User Experience Designer • 2009–2010 • San Francisco, CA
Designed UX and gameplay features for early Facebook-era social games.

Nihilistic Software — Senior User Interface Designer • 2008–2009 • Novato, CA
Designed and scripted UI for *Zombie Apocalypse*, keeping arcade-style four-player co-op easy to follow on a shared screen.

Electronic Arts, Maxis — User Experience Consultant • 2008 • Redwood Shores, CA
Designed Game Entry and neighborhood editing flows for *The Sims 3*, helping new players start smoothly and returning players stage elaborate scenarios in their towns.

- Built HTML/JavaScript prototypes to evaluate and share onboarding, setup, customization, and re-entry flows with the team.
- Worked with QA in pre-alpha builds to clean up inconsistent player-facing messages, building a style guide and templates for panels, dialogs, and cards.

LucasArts — Senior UX/UI Designer • 2006–2008 • San Francisco, CA
Led UI design for *Star Wars: The Force Unleashed*, taking the interface from concept through console launch.

- Owned UI design for menus, HUD, and player information screens, keeping the game interface consistent with the Star Wars visual language.
- Authored UI behaviors in Lua and worked with engineering, QA, and production to tune interactions, fix issues, and pass first-party certification.

Rainbow Studios — Senior User Interface Designer • 2005–2006 • Phoenix, AZ
Visual design and flows for *MX vs ATV Untamed*, supporting vehicle selection and player customization screens.

Electronic Arts, Tiburon — Senior User Interface Designer • 2001–2005 • Maitland, FL
Grew from contributor to interface lead across multiple *Madden NFL* releases.

- Designed front-end flows and broadcast-style presentation systems for annual *Madden NFL* console releases.
- Scripted and validated hundreds of screens under tight production and certification timelines.
- Co-developed the EA Sports UI design system used by four studios to ship seven annual titles, including *FIFA* and *Madden NFL*.

EDUCATION

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

SPEAKING ENGAGEMENTS

Game Developers Conference • Stanford University • San Francisco State University