Brian Murphy

UI/UX Director

Portfolio
uxmurphy.com

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Experienced mobile game UI/UX Director with a passion for building simple and engaging products. I build and lead exceptional teams with a focus on humility, collaboration and willingness. I'm committed to setting a positive example by being extremely proactive and exceeding the expectations of both players and stakeholders

Experience

Big Run Studios, Remote
Nov 2020 - Feb 2023
UI/UX Director

• Built and led a global, cohesive, world-class remote team of UI/UX designers who loved where they worked
• Pioneered new processes to continuously improve the quality of the user experience and reduce development costs
• Developed and led UX strategy to ensure the game aligned with player expectations, supporting user research efforts
• Mentored and managed the team, fostering growth and development by leveling up skills in new and existing tools
• Collaborated with stakeholders and cross-functional teams to align on game vision and deliverables

AppLovin, Lion Studios, San Francisco
Feb 2020 - Nov 2020
UI/UX Director

• Established a UX process working with external developers
• Redesigned one existing F2P game and shipped an additional 4 hyper-casual games
• Set a vision and values for UI/UX org
• Helped raise the quality bar for Lion Studios' games
• Hired and mentored junior designers

Wildlife Studios, San Francisco
Nov 2019 - Feb 2020
UX Consultant

• Advised and defined UX roles and strategy
• Assessed UI/UX of Tennis Clash, identified and prioritized improvements
• Demonstrated and set an example for UX involvement in new feature development
• Presented to the PM org the critical value of UX in early game development

Zynga, San Francisco
Nov 2008 - Aug 2019
Associate Director of UX
2018 - Aug 2019

• Defined UX team culture, including design principles & values
• Helped mentor, manage, and double the size of the UX design team
• Designed UI/UX for games reaching 20m+ MAU and grossing $300m+
• Shipped a total of 10 games on time and on budget

Lead UX Designer   2016 - 2018
Senior UX Designer   2014 - 2016
UI/UX Designer   2011-2014
UI Artist   Nov 2008 - 2011

Left Field Productions, Ventura
2007 - 2008
UI Artist

• Shipped 3 console titles and multiple SKUs in less than 2 years
• Designed for Nintendo Wii, Xbox360, PS3, PS2 and PC

Education

Ringling College of Art and Design   2002-2006
BFA, Computer Animation

Tools

Unity, Figma, Sketch, Photoshop, ProtoPie, Miro