

# Career Opportunities: UX Designer (43763)

Requisition ID 43763 - Posted 09/30/2014 - Regular - EA Mobile - Luminous - Art - Los Angeles - California - United States - Americas

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## **THE COMPANY**

Electronic Arts (NASDAQ: EA) is the world's top mobile game publisher with an industry-leading portfolio including 50+ top-10 iPhone, iPad, and Android games including The Simpsons: Tapped Out, Real Racing 3, Plants vs Zombies, Tetris, Scrabble, Bejeweled, FIFA, Madden, and The Sims FreePlay. With the acquisition of Angry Birds publisher Chillingo, Flight Control creator Firemint, Trade Nation's creator Bight Games, and Plants vs. Zombie's creator PopCap games, EA has shown a clear dedication to winning on the mobile platform.

## **THE INDUSTRY**

The mobile gaming industry is growing exponentially. There are now over 1B mobile gamers worldwide spending nearly \$15B a year on their phones and tablets. Top free-to-play mobile titles now make upwards of \$300M per year, bringing them on par with top console games in total sales. Simultaneously, the international mobile market has grown 4x since 2012 and with smartphone device penetration at only 27%, there is still massive growth ahead.

## **THE POSITION**

We require a seasoned UX Designer who understands all facets of Mobile game creation. The ideal candidate should have extensive mobile UX design experience and best practices and can apply them to mobile platforms while adding value to our objectives. The UX Designer will report to the Sr. Producer and will work as a lead contributor to a cross functional team.

We require a highly creative and collaborative UX Designer that can respond to feedback and deliver designs that inspire, motivate, provide clear direction and summarize visual design UX, and style. The ideal candidate is comfortable in both a true production environment as well as in a pre-production or concept phase.

## **MAJOR AREAS OF RESPONSIBILITY**

Responsibilities:

- Work closely with design teams to articulate a user experience in the forms of wire frames, interactive demos and assets that lead to consumer insights.
- Demonstrable graphic design skills with expert knowledge of user experience design best practice, and interactive design Fundamentals as they relate to mobile gaming and usability
- Ability to consume a conceptual design of the users experience and translate those needs into specific requirements for production
- Strong ability to communicate ideas through mock-ups, wireframes flow diagrams and prototypes
- Strong ability to partner with Consumer Insights and provide rapid prototype assets and leadership around potential UX and UI designs.
- Ability to follow through and see projects to completion, working independently and as a team
- Good understanding of the limits of mobile technologies and the game development process
- Demonstrate a keen understanding of the target audience and the motivations that lead to deeper consumer engagement
- Maintain consistent style in a family of mobile devices across
- Ability to communicate visually, and to identify and define visual design issues and solutions
- Fluent in Microsoft Office (Word, Excel, PowerPoint, Visio) and Adobe Creative Suite (Photoshop, Illustrator, Flash)

Excellent Photoshop skills (CS6) compositing, texture painting, tiling, retouch, filtering, scripting -  
Sharp preproduction skills (planning, budgeting, documentation and discover) that lend to efficient production cycles  
Passion for video games, virtual worlds and social networking  
Shipped titles and experience in social / mobile video games a major plus  
A solid command of Agile Development methodologies  
A comfort level with the structure of SCRUM sprint methodologies  
Manage and maintain animation UX libraries.  
Help create and maintain UX style guides.  
Provide guidance and direction to external vendors and contractors as required.  
Work closely with satellite offices and collaborate with cross-functional teams.  
Own and maintain project documentation

Qualifications:

Expert level knowledge of UX design required.  
Must be able to handle all facets of UX design from concept to completion.  
Must have strong UX design aesthetics for games, specifically on mobile  
Must be able to quickly match existing styles of UI and UX to maintain a cohesive look and interaction as well as help develop ideas to further existing styles and create new ones.  
8+ years of UX Design experience in a production environment.  
Must be a team player.

BS degree in Fine Arts or equivalent work experience and outstanding portfolio

REQUIRED EXPERIENCE

Passion for great consumer experiences with proven ability to deliver  
Ability to drive high velocity, high impact development cycles in an agile fashion, balancing out short term needs and long term vision  
Ability to adapt and be effective in new situations a highly dynamic environment  
Able to effectively and quickly build relationships and establish trust, respect, competence and confidence  
Self Starter who is able to identify and solve problems  
Experience working with multiple teams across multiple locations  
Passion for interactive entertainment a big plus  
A Leader who can educate, collaborate and drive development best practices as they pertain to the User Experience design discipline.  
Very strong communication skills.  
Must have a command over Visio, OmniGraffle, PowerPoint and Flash (for the purpose of prototyping)

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