JENNIFER PURCELL

UX/UI | PRODUCT | GAMING | DESIGN

jennifer@purcell.rocks
www.purcell.rocks
+1-315-408-2682

SUMMARY

Designer with over 10 years experience in delivering creative visuals and solutions for a large and diverse list of products and media, taking them from 0 to 1 and beyond.

EXPERIENCE

LAST GAMEBOARD — 2023
Art Director & Principal Designer

- Managed creative across all departments, including marketing, Gaming, and product.
- Developed and maintained creative vision used across products and representations.
- Created visual brand guides and style guides to unify and increase efficiency across teams.
- Led creative for game design across more than 20 titles and managed design expectations and relationships with licensers.
- Managed design team personnel and projects.
- Worked alongside leadership to build fundraising pitches and campaigns.

LAST GAMEBOARD — 2020
Lead Product Designer

Led and managed design across company as a whole, including...

- Design Systems
- Gameboard OS
- Gameboard Companion App
- Website
- Marketing Materials
- Game Design
- Hardware Casing
- Device Peripherals
- Packaging
- User Testing & Research

PURCELL.ROCKS — 2018
Freelance Designer

Provided Design services for a wide range of applications, including...

- UX/UI Mobile Design for apps such as Omakase.
- Website Design and Maintenance for over 5 different products.
- Graphic Design for a wide range of media and applications.
- Illustration for individual gaming projects and media assets.
- Print design for various products and across many formats.

TECHNICAL SKILLS

After Effects
Animate
Blender
Figma
Illustrator
InDesign
Invision Studio
Photoshop
Premier
Sketch
Webflow
Xd

RESEARCH SKILLS

Affinity Mapping
Competitive Analysis
Observation
Usability Testing
User Interviews

EDUCATION

FLATIRON SCHOOL
UX/UI Bootcamp
2020

ALFRED UNIVERSITY
Master's of Fine Arts
2008

SYRACUSE UNIVERSITY
Bachelor's of Fine Arts
2006