Angelica Baca

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Senior UX Designer

5 years as a designer and researcher, 12 years total experience in tech. Transformed UX processes and documentation at Big Fish Games, leading 3 remote teams and improving monetization.

WORK EXPERIENCE

Big Fish Games • Seattle, Washington, USA • 12/2022 - 01/2024

Evermerge (IOS/Android), various unreleased games, internal tools, company website, and employee resources

Senior Ux Designer

- Established and implemented design guidelines for a widely played game, leading to a 40% reduction in design errors and inconsistencies, improving user experience.
- Led the design of high-impact UX improvements for market, event systems, and liveops, resulting in an increase in player engagement measured through A/B testing.
- Collaborated with diverse stakeholders to produce high-fidelity mock-ups for consumer-facing web experiences, optimizing existing solutions. Improved design quality and streamlined user flows.

Intercept Games • Seattle, Washington, USA • 09/2021 - 12/2022

Kerbal Space Program 2 (PC/Console)

UX Designer

- Facilitated an empathetic UX approach, reducing player intimidation of content and improving the learning experience for all skill levels.
- Led the creation of comprehensive UX documentation and mockups for various game areas, ensuring alignment with design principles and brand guidelines, optimizing user experiences and navigation.
- Defined user-centered design principles and best practices, contributing to a 25% increase in design efficiency and a more cohesive design language.

WB Games • Kirkland • 05/2021 - 09/2021

Back4Blood, Hogwarts Legacy & MultiVersus (Console)

Contract Senior User Research Assistant

- Took ownership of a research study to guide testing for web and mobile products, coordinating with development teams and scheduling participants, leading to improved user retention and ease.
- Coding observational and survey results for report preparation and moderating various studies on multiple game titles for quick turn around to dev teams
- Initiated discussions and built relationships with studio UX team, fostering collaboration and resource sharing

Card Kingdom • **Seattle, WA, USA** • **06/2019 - 03/2021**

https://cardkingdom.com/, https://www.moxboardinghouse.com/engage/

QA Manager/Researcher

- Utilized user-centered design to optimize website Cart, Checkout, and Address Validation features, leading to a 25% reduction in user drop-off and an improved customer satisfaction score.
- Improved user comfort with payment safety, satisfaction with flow speed, and consideration of international shipping experiences, leading to a 20% increase in checkout conversions.
- Facilitated improved communication between teams, fostering confidence in design effectiveness and streamlining processes for 25% faster implementation of updates to internal tools.

Other Game Experiences

Z2/King, Harebrained Schemes, Bungie, Popcap EA, Glu Mobile

QA

EDUCATION

B.A In Art History
University Of Puget Sound • Tacoma, WA, USA • 08/2004 - 05/2008

CERTIFICATIONS

PMP Exam Prep
Project Management Academy

UX Design
General Assembly

Accessible Player Experience Practitioner
AbleGamers Charity

SKILLS

A/B Testing, Accessibility, Adaptable, Affinity Diagramming, Agile, Analysis, Android, Collaboration, Communication, Competitive Analysis, Continuous Learning, Delegation, Design Systems, E-commerce, Empathy, End-to-End design, Figma , GitHub, Giving Feedback, Google Docs, Information Architecture, iOS, Jenkins, JIRA, Journey Mapping, Management, Mentoring, Mobile, Multitasking, Personas, Problem Solving, Process Documentation, Product Design, Prototype Design, Quality Control, Research, Scrum Methodology, Self Motivated, Storyboarding, Survey Design, Team Management, Teamwork, Test Planning, Tool Design, Unity, Unreal, User-Centered Design, User Experience Design, User Flows, User Insights, User Insights, User Interface Design, User Research, Video Games, Web Design, Wireframing