



Christopher Colella

User Interface
Illustration
Implementation
Prototyping
Agile Planning
Team Leadership

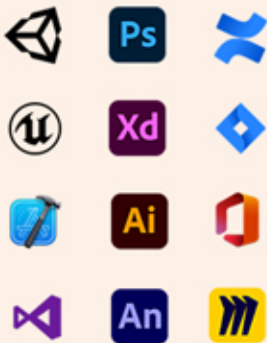
christophercolella@gmail.com

www.chriscolella.com

(510)-362-1065

Austin, TX

Skills & Software



Hey, I'm Chris!

I'm a UI/UX artist and designer with 10 years of games industry experience.

- I've worked a full UI/UX pipeline, from ideation to implementation.
- I've led internal and outsourcing UI teams.
- I'm adept with both 3d and 2d pipelines.
- I've worked on original IP and with licensors such as The Simpsons, Star Wars, and South Park.
- I play competitive games, especially fighting games and mobas.
- I love my dogs, cooking, skateboarding, sneakers and fashion.

Experience



Electronic Arts (EA)

April 2013 - Present

The Sims 4

Experience Designer II

- UI/UX feature ownership from start to finish
- Creation of wireframes, mockups, and interactive prototypes for new UI features
- Creation of icons in Adobe Illustrator
- Design, implementation, and testing menus in-game
- Streamlining of processes and owner of detailed documentation to reduce manual labor for the team
- Partnership directly with design and engineering disciplines

The Simpsons: Tapped Out

UI Art Lead

- Led and managed a small, dedicated UI art team with both internal and external artists. Reviewed work, provided feedback, and facilitated career development within my team
- Drove UI art style and user experience flow for live service events that were released on a tight schedule
- Created tasks and sprint schedule for UI team to align with established roadmap
- Designed, scripted, implemented and tested menus in-game
- Worked directly with licensors to achieve quality results true to The Simpsons brand
- Created technical documentation for implementation purposes, and in-depth illustration guides on UI art style
- Created automated generation tools for setting up files, streamlining processes and reducing manual labor and room for human error

Unreleased Unity-based mobile game

UI Art Lead

- Led and managed a small, dedicated UI team
- Worked with art director to author a UI art style that adhered to brand identity while retaining individual personality
- Created in-depth style guides, technical guides, and illustration style walk-throughs
- Collaborated with engineering leads and tech art lead to create a unity-based UI toolkit that allowed us to bring the interface to life without weighing down performance on mobile devices
- Designed, scripted, implemented and tested menus in-game

Education



Ringling College of Art and Design

BFA, Game Art & Design