

# TESSA JANE SNOW

Game Designer | Concept/UI Artist

## PROFESSIONAL SUMMARY

---

Game Designer with 7+ years of experience in creating engaging and innovative gameplay experiences across mobile and PC platforms. Skilled in concept/UI art, systems design, UX design, and monetization, enhancing player engagement and retention.

## EMPLOYMENT HISTORY

---

### GAME & UX DESIGNER (MOBILE)

Apr 2023 - Present

#### *MobilityWare*

- Designed UX and IAP for games like Crazy 8s, Sudoku, Puzzle Cats and Yacht Dice, enhancing player engagement and retention.
- Analyzed and researched market trends to refine game mechanics, boosting user interaction.
- Developed features like Bubble Shooter's Win Streak, improving user retention and engagement.
- Created game economies for Brick Breaker, elevating user experience.
- Introduced new gameplay elements in Sudoku, increasing player engagement.
- Collaborated with cross-functional teams to integrate IAP features, strengthening monetization strategies and driving revenue growth.

### GAME DESIGNER & CONCEPT ARTIST (WEB3 BLOCKCHAIN | PC)

Jan 2022 - Jan 2023

#### *Cinder Studios*

- Designed NFT assets and game mechanics in Unity, enhancing player engagement and community events.
- Created concept art and UI icons for NFT attributes, optimizing in-game avatar customization.
- Implemented game mechanics for holiday events, boosting player interaction and event participation.
- Exported JSON files for NFT attributes, ensuring accurate rarity settings in generator implementation.
- Developed engaging game mechanics and social gameplay elements, enhancing player interaction and community engagement.
- Streamlined the NFT asset generation process by exporting JSON files, improving efficiency in the game development workflow.
- Analyzed player feedback to refine holiday event designs, resulting in marked increases in player participation and satisfaction.

### GAME DESIGNER & CONCEPT ARTIST (MOBILE | PC)

Jan 2018 - Jan 2022

#### *WildWorks*

- Guided cross-functional teams to deliver concept art and 3D models, enhancing visual appeal.
- Developed monetization strategies, increasing player retention with Season Pass features.
- Created UI icons and content lists, improving user interface and content management.
- Collaborated on multiplayer and trading features, fostering community interaction.
- Developed engaging game features, enhancing user experience and driving player retention through interactive challenges and rewards.

## EDUCATION

---

### ASSOCIATE OF ARTS AND SCIENCES - AAS, ANIMATION, INTERACTIVE TECHNOLOGY, VIDEO GRAPHICS & SPECIAL FX

Aug 2014 - May 2016

#### *Salt Lake Community College*

## SKILLS

---

Game Design (*Experienced*), UI/UX Design (*Expert*), Level Design (*Skillful*), Documentation (*Expert*), Unity (*Experienced*), Maya (*Experienced*), Photoshop (*Expert*), Illustrator (*Expert*), Figma (*Experienced*), C# (*Beginner*), NFT Design (*Skillful*), 3D Modeling (*Skillful*), Concept Art (*Experienced*).

## LINKS

---

LinkedIn: [www.linkedin.com](https://www.linkedin.com), ArtStation: [www.artstation.com](https://www.artstation.com), Portfolio: [www.plainasjanedesign.com](https://www.plainasjanedesign.com).