

BEN KAWAICHI

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Experience design + visual design

Experience

ZYNGA

9/09 - present

UI/UX Lead, *FarmVille 2*

Manage team of 9 UI Artists
Establish and evangelize UI/UX conventions
Pre-visualize new interaction mechanics
Grew new IP from initial creative into top Facebook game

Senior UI Artist, *FarmVille*

Delivered new game features on aggressive cadence
Streamlined feature process by making UI components more reusable
Helped develop standard-setting mechanics and features

UI Artist, *Poker Blitz*

UI design and artwork for new IP
Rapid iteration with small team under short deadlines

Artist, *Poker*

UI design and illustration for the world's biggest online poker game

THEORY ASSOCIATES

11/07 - 8/09

Senior Designer

Branding and packaging design focused on CE market
Web, print media, Illustration, brand strategy

MONSTER CABLE

07/05 - 11/07

Graphic Designer

Illustration, graphic design and packaging design

Education

UCLA

graduated 2003

B.A. in Design/Media Arts

Summa Cum Laude, Senior of the Year Award

Skillset

Software

Creative Suite, TweenLite, OmniGraffle, SmartGit,
HTML, CSS, JIRA, Final Cut Pro and others

Other

User-centered design, usability testing, agile development,
art direction, design strategy