

Noah Maas

Lead UI Designer / Director

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From consoles to desktop to mobile, I have worked on just about everything in the UI world. When I am not making beautiful functional interfaces, I enjoy producing music, painting, tinkering, and otherwise creating.

Experience

JAM CITY Lead UI Artist – 2018 - Current

- Provided UI/UX direction across multiple IPs
- Designed / Illustrated multiple feature additions for CookieJam / CookieJam Blast
- Guided UI porting of existing IPs and new IPs to Unity

HARDSUIT LABS UI/UX Director – 2015 - 2017

- Provided UI/UX direction across multiple projects for internal and external projects
- Managed internal / external design teams across multiple projects on high profile IPs
- Created successful pitch materials resulting in large scale project contracts
- Created internal / external marketing materials

KING GAMES Senior UI/UX Artist – 2014 - 2015

- Provided UI/UX direction across multiple projects
- Implemented UI in both in house and 3rd party engines
- Created marketing / branding assets for multiple IPs

ZOMBIE Lead UI/UX Designer 2014 - Mid 2014 (Contract)

- Provided UI/UX direction across multiple projects and platforms
- Redesigned UI for flagship title Blacklight Retribution for PS4 / PC
- Implemented UI art in Flash/Scaleform and HTML5/CSS

SPOON / TURBO.COM Lead UI/UX Designer – 2014 (Contract)

- Complete rebranding
- Design components of UI/UX for web and desktop clients
- Built front end responsive UI in HTML5/CSS
- Prototyped iOS/Android clients

REDFIN Sr. Interactive Designer – 2013

- Designed UI/UX for Home Value Tool (Comparative Market Analysis)
- Designed a custom responsive grid and library of flexible UI elements
- Helped rebrand / redesign web and mobile experiences

POPCAP GAMES / EA GAMES

UI Lead, Plants Vs. Zombies Franchise / Peggle Franchise – 2011 -2012

- Designed and illustrated in game and store UI for Plants vs. Zombies 2
- Redesigned Peggle interface for touch based devices
- Provided art and interaction design for Peggle 2

UI Lead, PopCap Studio – 2010 - 2011

- Created and launched PopCap's first social game Bejeweled Blitz and helped grow social games team
- Redesigned PopCap retail & downloadable game installation experience
- Helped create and launch several best-selling games on multiple platforms (iOS, Xbox 360, PS3, DS)

Art Director, PopCap.com – 2008-2010

- Redesigned PopCap.com E-Com and main website
- Worked with engineering team to restructure and integrate ecom user accounts system to main PopCap.com web site
- Hired 3 additional front end web developer / graphic designers

Super Powers

Unreal 4 (UMG, Blueprints, Material VFX)

Motion graphics

Unity UGUI / Particle VFX / Animation

Illustration & animation

Scaleform

Logo and icon design

Web / Scripting (HTML5 / CSS /
Javascript / jQuery)

Music production / sound design