


AUDREY SPENCER

UX / GAME DESIGN

 AUDREY.W.SPENCER@GMAIL.COM

 781-254-6763

 FRAMINGHAM, MA

 LINKEDIN.COM/IN/CAKES1TODOUGH1

SOFTWARE

Dev Unity, GIT, Vuforia, Lens Studio, Spark AR, Visual Studio

Design Photoshop, XD, Illustrator, InDesign, Figma, Miro, Final Cut Pro X, Ableton Live, Logic Pro X

3D Rhino, KeyShot, Blender, 3D printing

Office G Suite, Microsoft Office, Shipstation, Keynote

EDUCATION

BFA - Industrial Design

Massachusetts College of Art and Design

AR & VR Visual Design Program

XR Terra XR Unity Boot Camp

C# Fundamentals Bootcamp

XR Terra

WORK EXPERIENCE

UX and Game Design FableVision Studios

2020–Present

- Planned and designed engaging experiences for 2D and 3D games with emphasis on education and accessibility
- Designed and launched eight individual games for different clients, one of which required six, diverse mini games with separate engines
- Created UX deliverables for each project's content, concept, and functionality including
 - User Flows
 - Wireframes
 - Functional specs and Game design documents
 - Interactive prototypes
- Planned and directed user-testing sessions and interviews virtually and on-site to gather gameplay insight
- Facilitated effective brainstorming sessions using various techniques, suitable to the project and audience
- Maintained regular communication with the team, ensuring transparency around open items, deliverables, next steps, and timelines
- Worked closely with project leads, designers, and developers to ensure games exceeded the client's expectations and shipped within budget
- Built relationships with clients with focus on turning their requirements into magical experiences
- Proficient in being flexible, working outside UX as needed, e.g. design, art direction, asset production, writing

Producer / Creative Director FlyTrapped (Game)

XP3 - MassDigi

2021

Led a team that rapidly developed and launched the platformer game, Fly Trapped. The user plays as a sentient carnivorous plant trapped in a lab, where they use a grappling mechanic to navigate upward, avoiding a host of obstacles

Design Lead Kura Technologies - High-performance AR headset

2019–2021

- Researched, designed, and presented product concepts as sketches and prototypes
- Created AR demo prototypes in Unity to showcase headset capabilities
- Worked directly with founders (C-Suite) on all design challenges
- Led MassChallenge effort resulting in winning 2020 Gold Prize Award
- Developed strategy and design of all investor-facing materials
- Recruited, interviewed, and managed a team of designers and developers
- Sourced, built, and maintained relationships with technology partners and vendors

Director of Design oneTesla LLC - DIY Tesla Coils


2015 – 2021

- Created content including photography, video production, and user instructions
- Established partnerships with social media influencers directly resulting in a 300% increase in revenue
- Sourced manufacturers for packaging, custom parts, and software to increase efficiency, and decrease costs
- Designed parts to streamline production, reducing cost per unit and improved user experience
- Leveraged social media and ad campaigns to boost sales

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WORK EXPERIENCE

Design & Video Production Zombait - Robotic fishing lure 2016–2018

- Designed product, strategy, and performed user testing to create final product
- Conceptualized, designed, and manufactured carrying case for the product
- Created realistic renders for both the development phase and final product
- Storyboarded, shot video, and adapted footage to create compelling customer/investor facing content
- Created imagery for ads, packaging, and product store front

UXD Intern Siemens Healthcare Diagnostic 2013–2015

Intern Institute for Human Centered Design 2012–2013

PROJECTS

Hack-a-ton/Incubator "Hack the Hospital" 2021

Sponsored by Boston Children's Hospital and Hospital Sant Joan de Déu (Barcelona). Over the course of a weekend, my team designed a product to increase the mental well-being of children during long-term hospital stays, leveraging emerging technologies.

VR Producer Digital Precept - VR Game 2021

Led a small team to design, develop, and prototype UX solutions in Unity for an upcoming asymmetric (VR and Desktop) co-op game called Mend.

Snapchat Official Lens Creator 2020–Present

Accepted as one of the first 50 Snapchat Official Lens Creators (OLCs), a community of talented AR creators who create AR lenses and experiences with access to Lens Studio's newest features, and frequent, direct engagement with the Snap interactive engineering team.

Content Creator 2014–Present

I have built a lovely community of over 200k with whom I share my humor-infused short films, artwork, AR Lenses, and drawings. Using my brand, I create custom content for clients, tailored to their needs.

One of the first 12 verified artists on Snapchat, I have worked closely with Snap Inc. to provide UX feedback to multiple engineering teams, presenting my experience to leadership at Snap HQ in Santa Monica.

Notable Clients & Awards

Shorty Awards: Best Snapchatter of the Year Finalist, Pilot Pens, Microsoft, Universal Studios Orlando, WeWork, SkillShare, Litter-Robot, Cleveland.com, and Crocs