

PORTFOLIO
GUILLERMO ROMERO
UX DESIGN



DEER HUNTER WORLD

PROJECT

SR UX DESIGNER

ROLE

GLU MOBILE

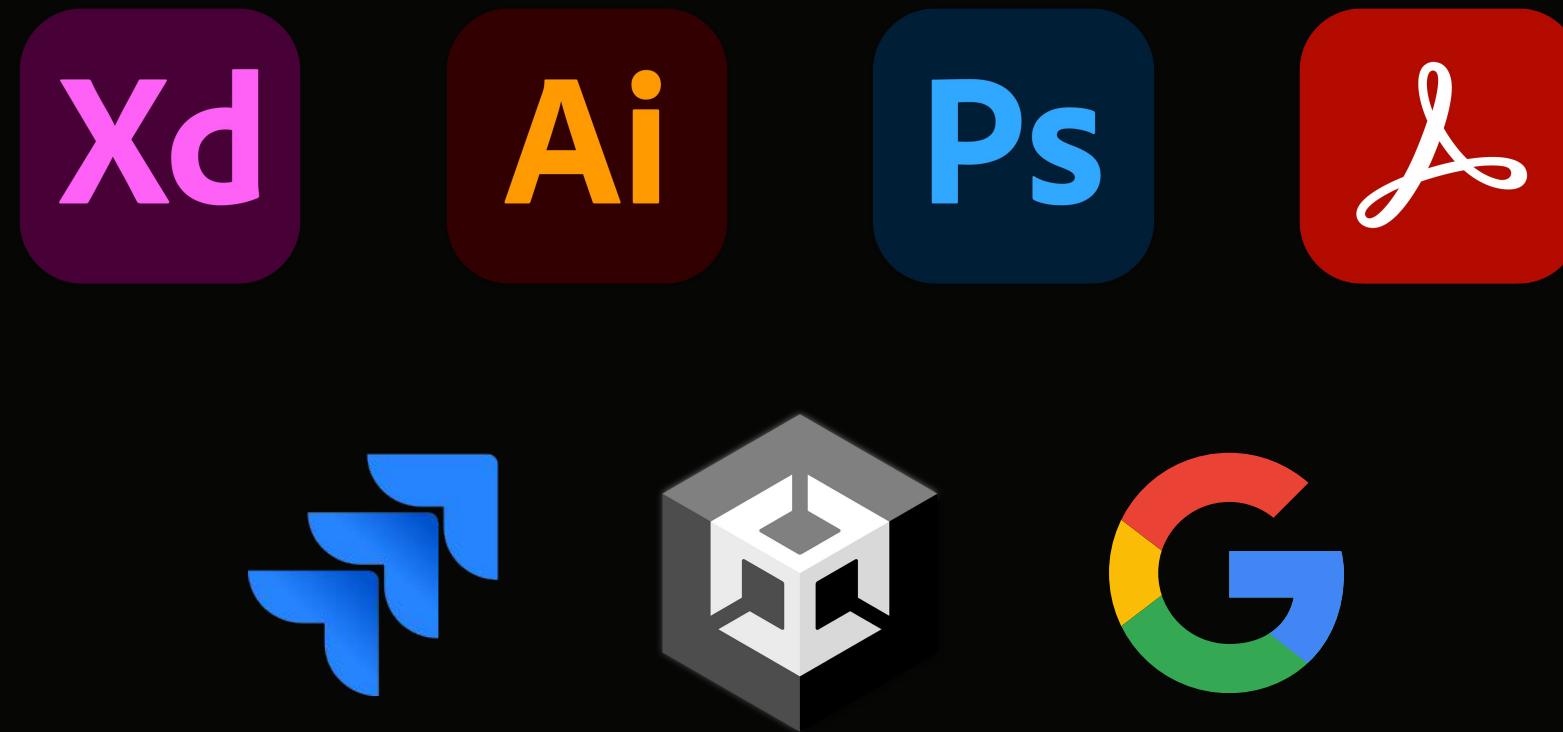
COMPANY



I was on Deer Hunter World pretty early in its development, from the concept stage up until soft launch. I worked closely with the product, art, and design teams to produce countless wireframes, mockups and flows for most features of the game.

Tasks And Duties

- Market research
- Sketching and wireframes
- Prototypes
- Feature storyboards
- Icon creation
- User Interface asset implementation in engine(Unity)
- User Flows
- Information Architecture
- More!



TOOLS, METHODS AND SKILLS USED

- Wireframes and prototypes in Adobe XD
- Mockups in Illustrator and Photoshop
- Iconography in Illustrator
- Collaboration with art, product, engineering, and design teams for feature ideation and implementation
- UI implementation in the Unity game engine
- Market research and presentation in Google Docs, Sheets and Slides
- Held hand off meetings with dev to cover implementation and UI behavior



WIREFRAMES

My duties during preproduction had me paired up with the product team on several key features of the game, including but not limited to missions, weapon upgrades and management, main lobby layouts, character customization and player guilds.

Wireframes were created in Adobe XD(RIP) and presented to stakeholders. Feedback would be implemented and designs would then be iterated on.

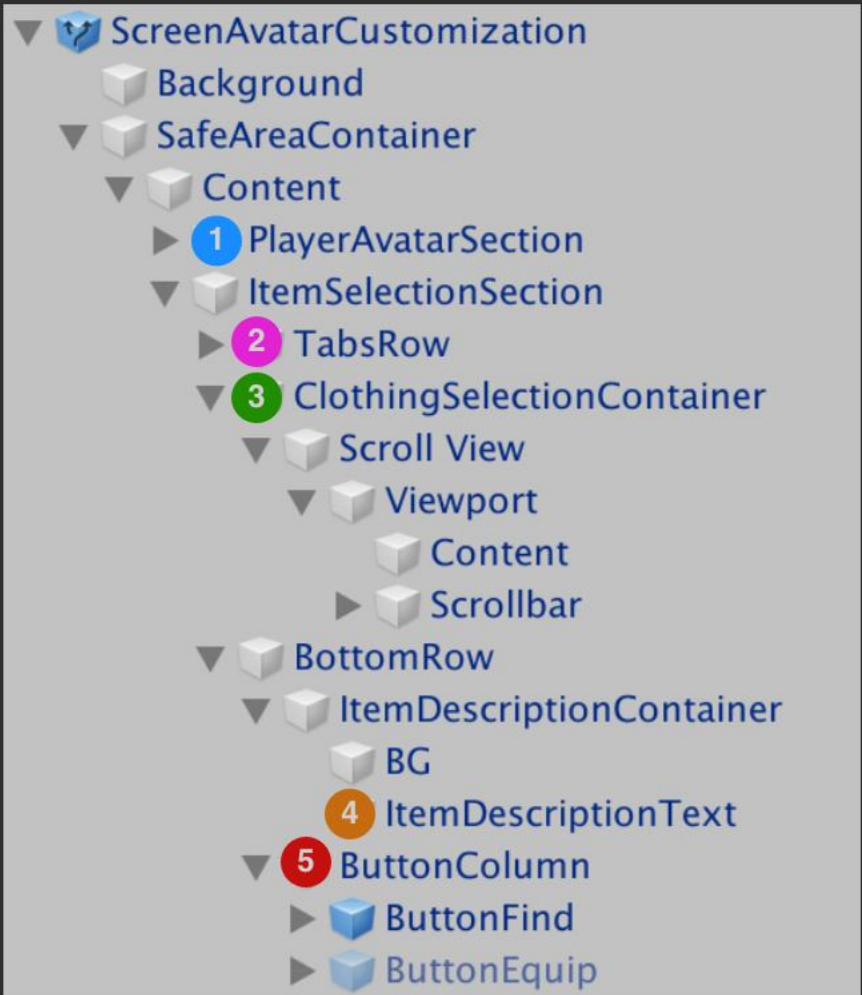
Above are examples of slides I would present to the team.



WEAPON AND ANIMAL SKILL ICONS

These icons were created in Adobe Illustrator, then imported into the Unity engine.

ScreenEvents Updated



- 1 Current placeholder section for the players avatar
- 2 Tabbed navigation between types of clothing
- 3 Vertical scrolling list populated with ClothingListItem
- 4 Description field for a selected ClothingListItem
- 5 Button column that displays either the Find or Equip button

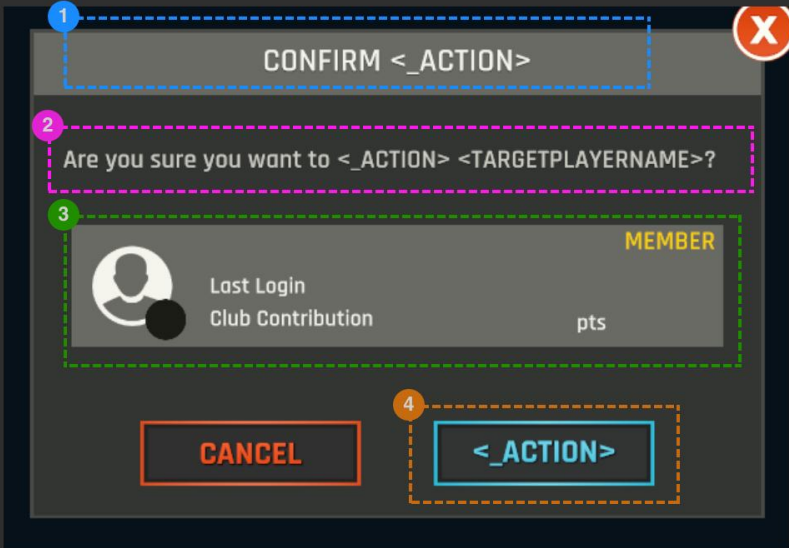
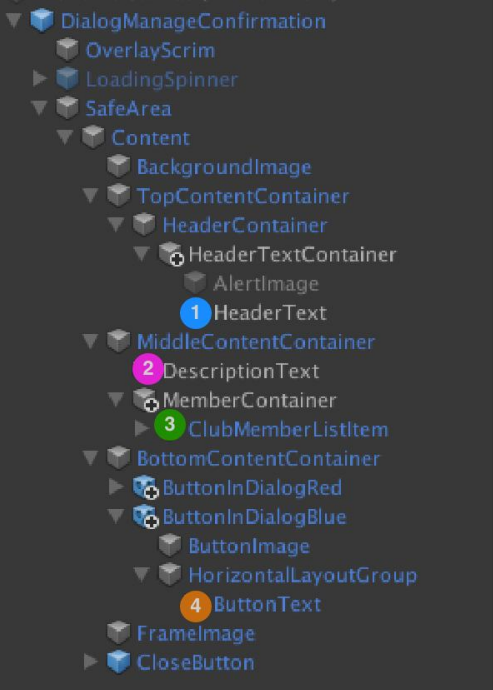
IMPLEMENTATION

My primary focus at this point was to begin building prefabs in Unity so that the engineering team could build the game’s primary gameplay loops. I partnered with Jonathan Curiel(tech artist) to start implementing these assets into Unity. After being assigned certain screens or features to work on, I would export UI art created by Lisa Kiyokane from her PSD files and import them into the Unity engine.

From there, I built prefabs and provide these implementation notes for the engineers that would add scripts for functionality. Below are some examples of the prefab notes that I would handoff to the engineer team for implementation.

IMPLEMENTATION EXAMPLES

Prefab Breakdown



Actions
PROMOTE
DEMOT
KICK

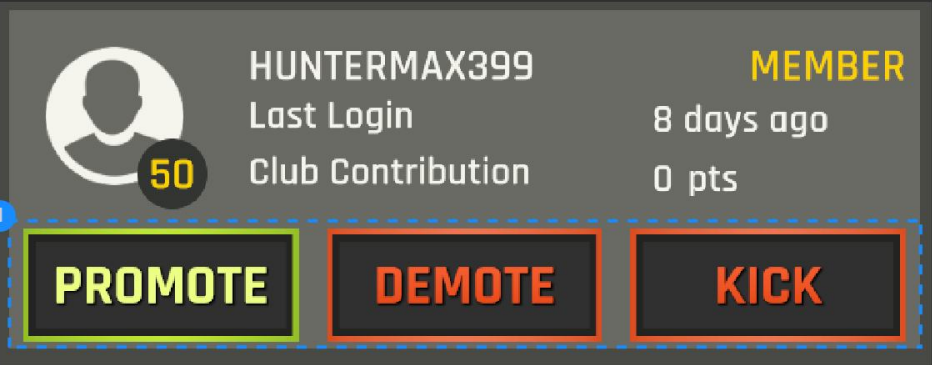
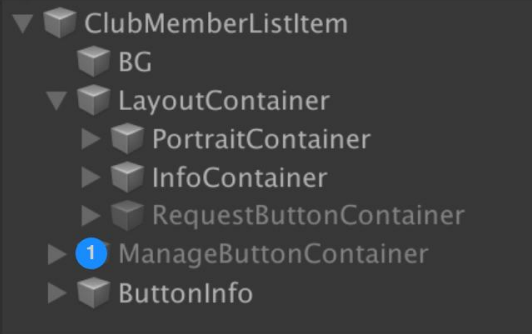
Verbage
PROMOTION
DEMOTION
KICK

The Header, DescriptionText, and the ButtonText in the Action Button are all dynamic. See the small chart on the left for possible actions and what to use in the dialog. An example of a promotion is in the previous page.

A ClubMemberListItem exists in the dialog and should be populated with the target players data.

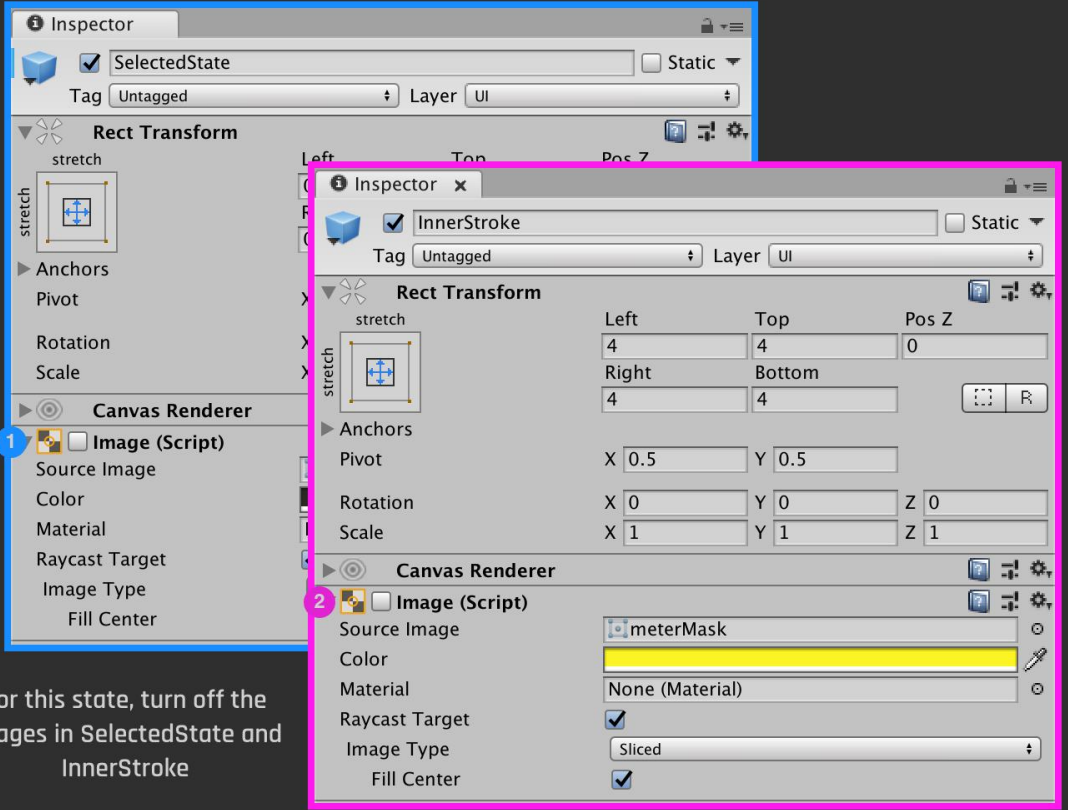
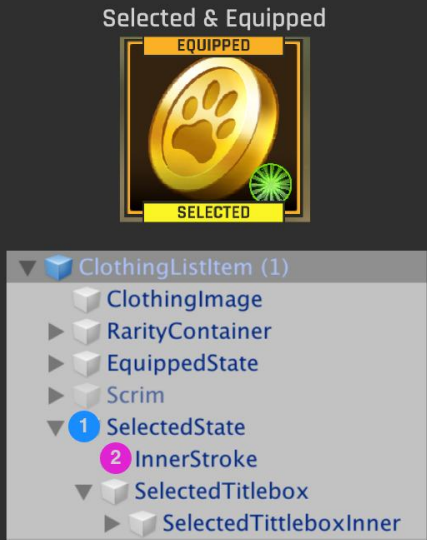
ClubMemberListItem updated

Currently, the buttons are shown or hidden through the script, but it should actually be hiding and showing the ManageButtonContainer game object based on the player tapping the infoContainer. Note that only members with officer or leader should have access to this feature. A normal Member is not able to tap on InfoContainer to trigger the promote/demote/kick state.



- 1 Hide or show if the viewing player has officer or leader status and has tapped on the INFO CONTAINER which contains a Button component.

ScreenEvents Updated



For this state, turn off the images in SelectedState and InnerStroke

ScreenEvents Updated

Unlocked, Un-Selected



Unlocked, Equipped



Locked, Selected



Unlocked, Selected



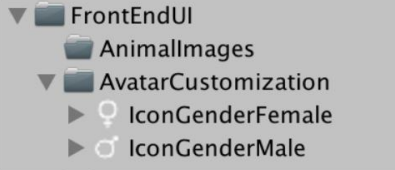
Item Thumbnail - Gender Icon



Selected & Equipped



- 1 For items that are gender specific, we will use this game object to display the proper gender icon which can be found in the following location:



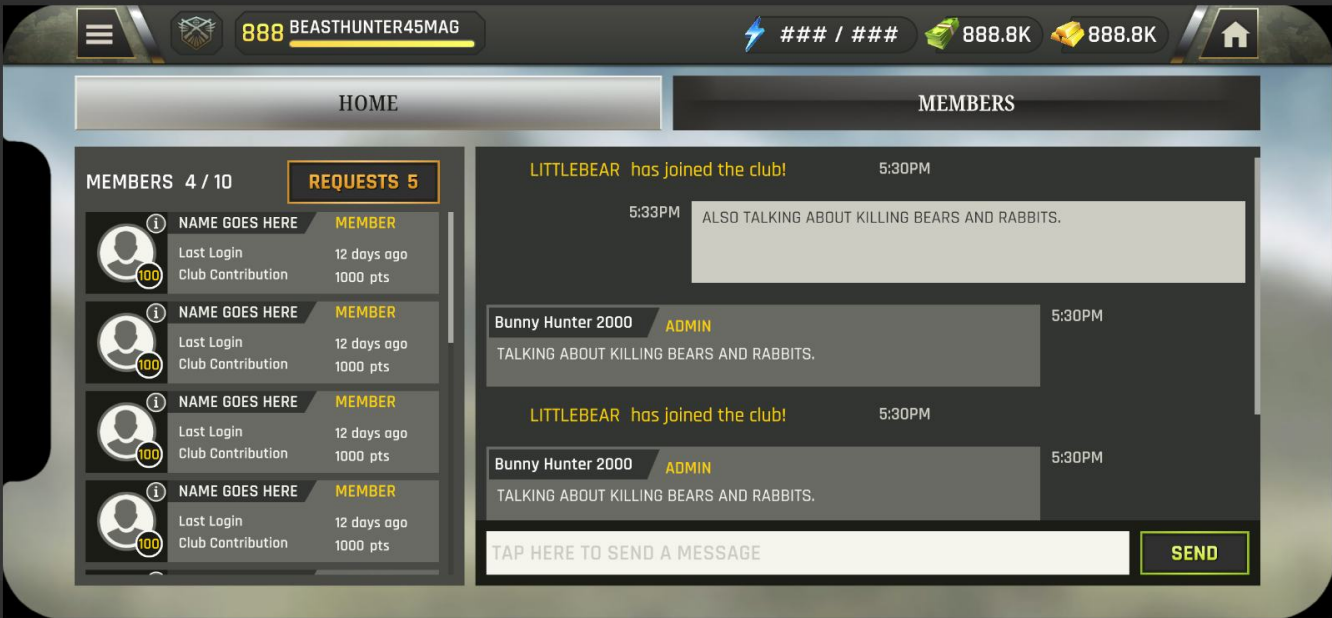


PLAYER CLUBS

The Player Clubs were eventually reskinned by the the art team along with some layout updates. I then updated the prefabs with the new textures and layouts to match mockups and wireframes of the updated Clubs feature.

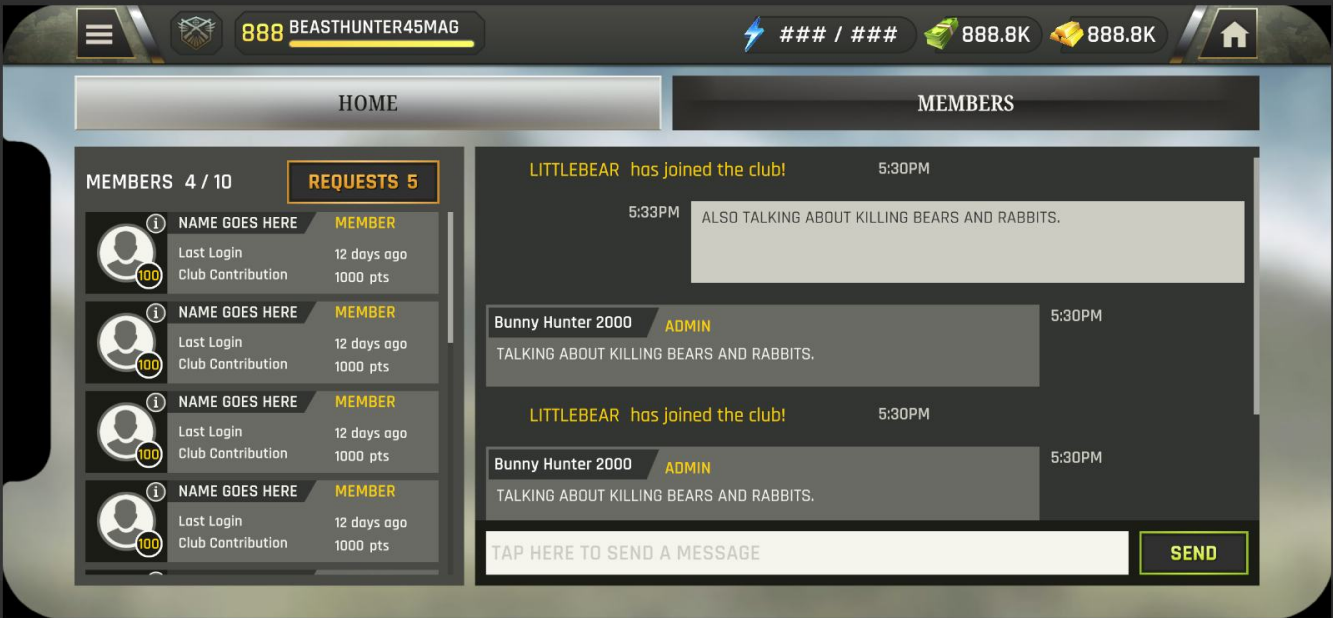
PLAYER HUB UNITY IMPLEMENTATION

ScreenClubs - Members Tab - Leader View



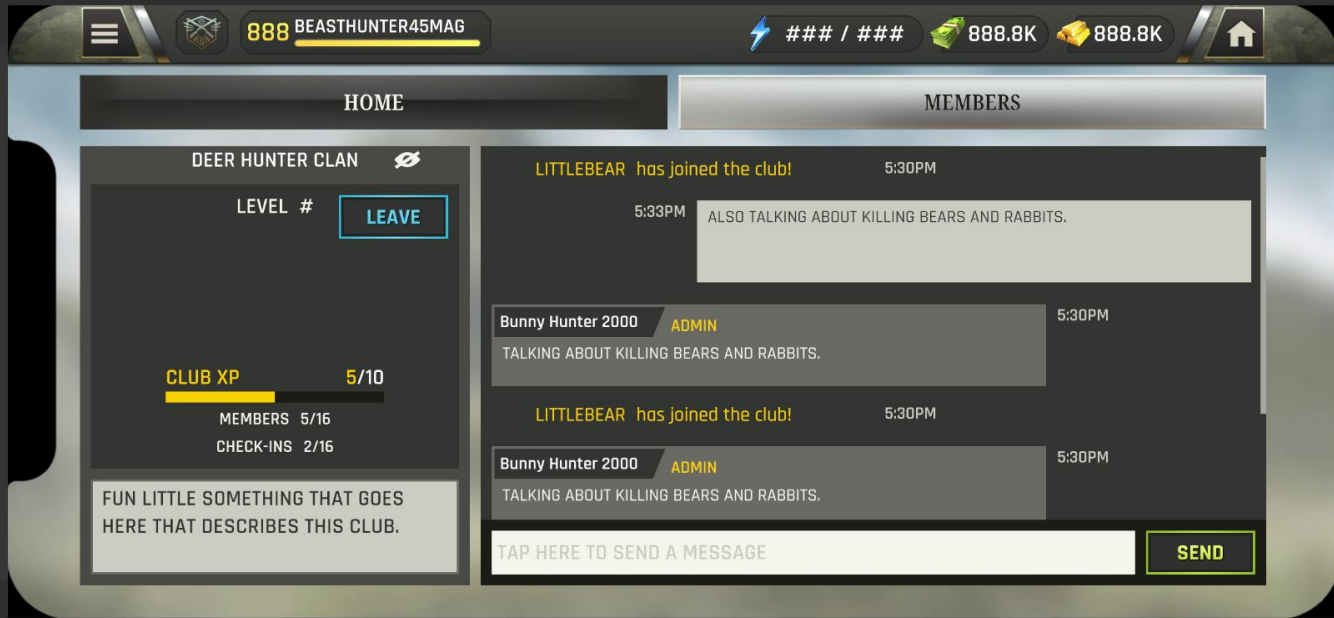
Only a Leader will see the Pending Requests button.
Tapping on a player (outside of the player avatar button, but within the container), will show the Promote/Demote/Kick buttons

ScreenClubs - Members Tab - Leader View



Only a Leader will see the Pending Requests button.
Tapping on a player (outside of the player avatar button, but within the container), will show the Promote/Demote/Kick buttons

ScreenClubs - Home



Only HOME and MEMBERS will be shown for now since features are not ready.
Leave button has moved to Home Screen
Privacy label replaced with Privacy icon

ClubIconContainer

- IconImage
- LevelRow

ClubInfoContainer

- TopRow
 - NameText
 - PrivacyContainer
 - Privatelcon
 - Publiclcon
- MemberCount
- StatsRow
 - RankRequired
 - CollectionRequirement
- Acceptance
- BottomRow
 - ClubMessage
 - ButtonContainer
 - ButtonRequest
 - ButtonRequested
- MainButtonContainer
 - Button
- LoadingSpinnerWithScrim

CLUB NAME GOES HERE

Lvl Req **None** Min Collection Score **None**

Club message lives here. Two lines maximum. Otherwise it gets cut off with Elipses...

LEVEL 100

Members 30/30

REQUEST

NEW OR UPDATED COMPONENTS

1

Privacy setting is now represented by an icon instead of text

2

Acceptance is no longer used

3

When ButtonRequested is used, please use the disabled state

DialogClubManage Updated

- 1 Min Level and Collection Score groups have been updated with new layouts
- 2 The info row contains a hint for what values can be put in
- 3 Tap the left and right buttons to change the min level. Holding the button down quickly scrubs the number.
- 4 Values would be: NONE - 1K, 10K, 25K, 50K, 80K, 120K, 200K, 300K, 500K, 1M
- 5



MYTHGARD

MYTHGARD

PROJECT

SR UX DESIGNER

ROLE

MONUMENTAL

COMPANY

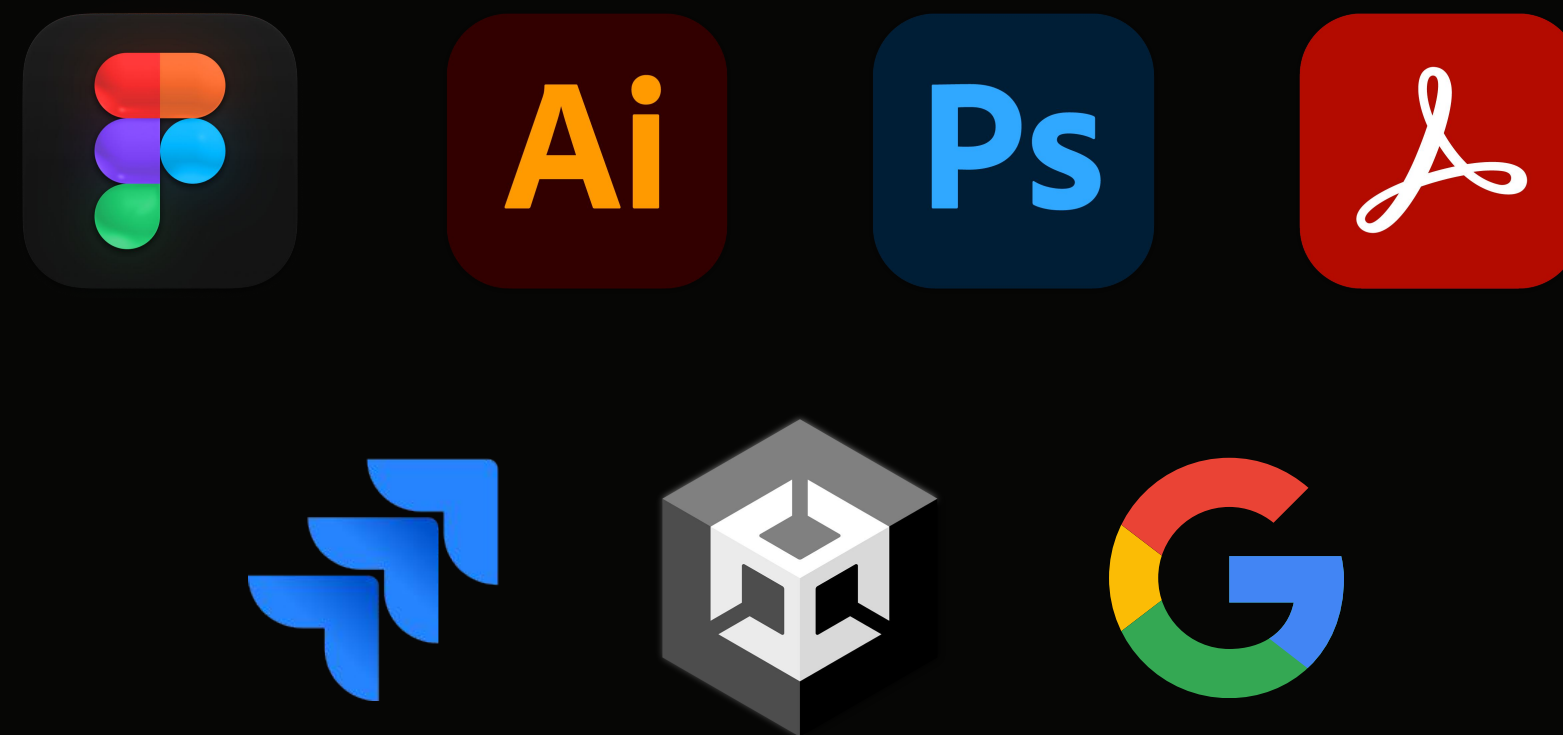


ABOUT

Mythgard is a cross platform CCG set in a modern world where mythical creatures and gods roam among mere mortals.

When I joined the Monumental, Mythgard had just been acquired by them and was in live ops mode with two expansions under its belt.

The UX team was tasked with identifying pain points during onboarding, PVP and tournaments to help improve KPIs.



TOOLS, METHODS AND SKILLS USED

- Wireframes, mockups and prototypes using Figma, Unity, Adobe Illustrator and Photoshop
- Collaboration with art, product, engineering, and design teams for feature ideation and implementation
- Unmoderated user interviews via Userlytics



ISSUES, SOLUTIONS & RESULTS

The player interviews revealed a critical issue during onboarding that forced some players to quit the game entirely, never finishing the tutorial. Other issues with the flow included players actions being blocked by unclear instructions, UI elements blocking the player from performing an action and an NPC dialog that began to scold and belittle the player when they took too long on a step.

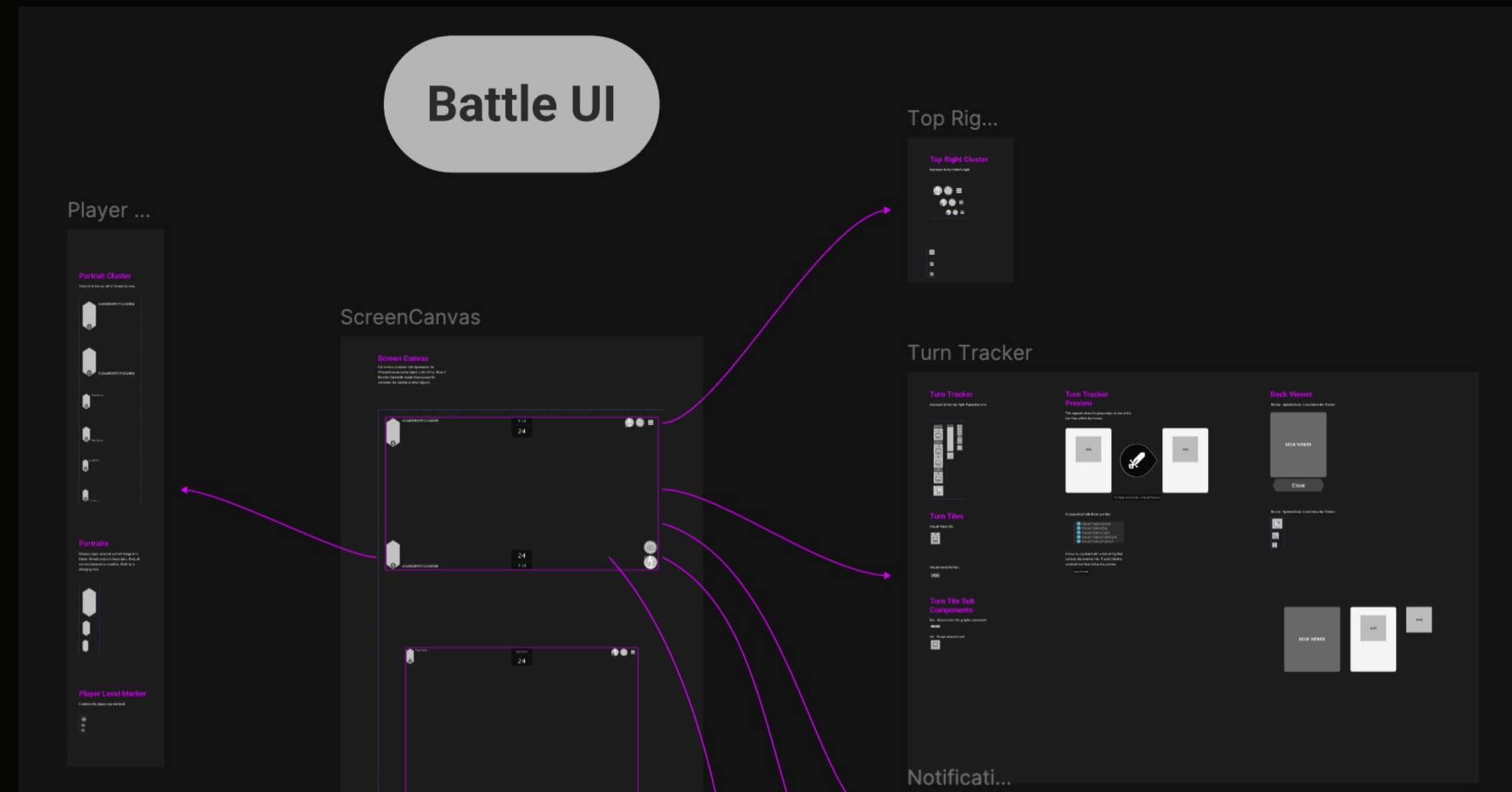
Clearer instructions were added throughout the tutorial, leading to a lower error rate among players. This also led to better understanding of the rules(proven through a post play test knowledge survey) and lowering the average time of tutorial completion by a couple of minutes.



INTERNAL PLAYTESTING

Other playtesting efforts included but were not limited to:

- Studio playtests of Mythgard and competitor games to gain insights and feedback which would turn into action items for design, dev and art teams.
- New user flows were tested in an effort to fine tune the tutorial experience
- In game tournaments were tested with the team along with follow up heuristic evaluations
- In game shop and quest feature evaluation
- Managing your card collection



Pictured above is a sample of the component library I built that was used for quicker prototyping of proposed features and changes to Mythgard's UI and flows.

OTHER TASKS

- Building a Figma component library for quicker prototyping of Mythgard features
- Heuristics evaluation of the lobby and main gameplay sections of both Mythgard and Storm Wars games.
- Battle UI Rework
- Wrote scripts, questions and tasks for use in unmoderated player testing.
- Built summary reports on these and internal play testing sessions.



ORIGINAL GANGSTAZ

PROJECT

GAME ARTIST

ROLE

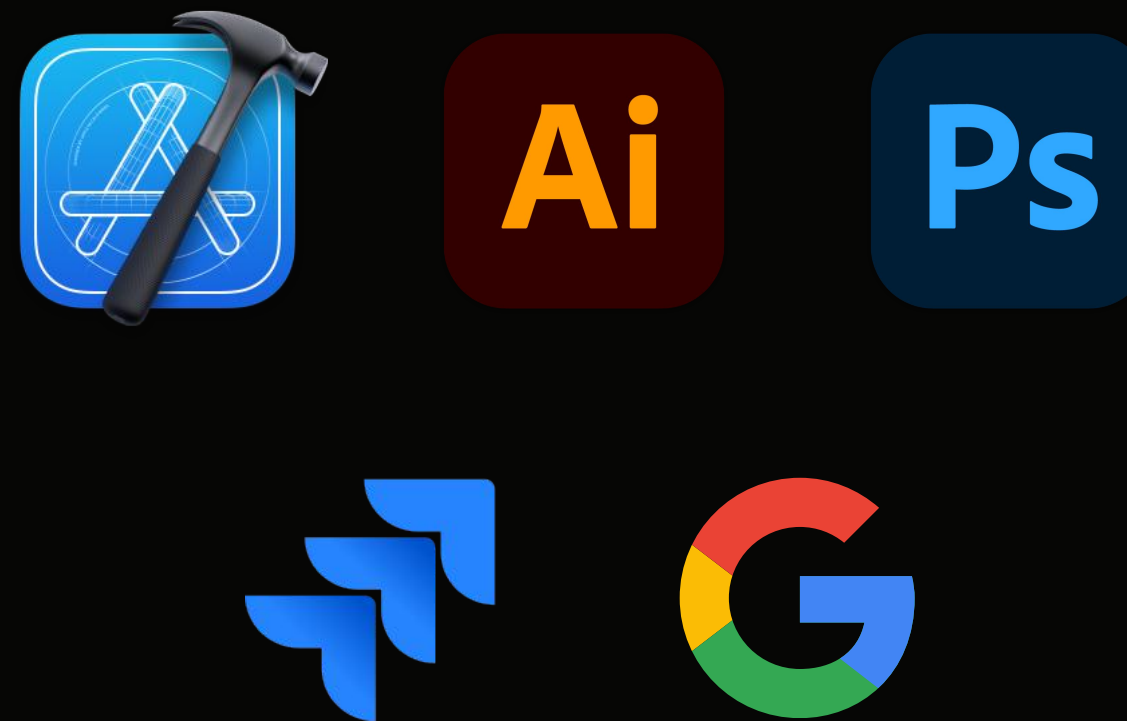
ADDMIRED(NOW MZ)

COMPANY



ABOUT

Your criminal empire awaits. Enter this online gang war on your iPhone and iPod touch with the Original Gangstaz app. Pick a side, choose a class and run quests to level up and earn money. Fight rival gangs online in 1v1 battles to maintain control of your territory.



TOOLS, METHODS AND SKILLS USED

Mockups in Illustrator and Photoshop

Collaboration with product, engineering, and design teams for feature ideation and implementation

UI implementation in Xcode



WORKING ON OG

This was a fun project for me as it was my first experience working on a mobile game. This was also an exciting time as Apple had just released the iPhone 5, their first device with a retina screen. The game was originally released on the previous iPhone, which made the game look fuzzy on the new screens. The art team was tasked with recreating all the in game assets in higher resolution.

I helped establish a work flow that involved creating the assets at 4x the original size in Photoshop with some Illustrator mixed in for vector work on some of the icons. Non-destructive methods were also used such as combining shapes with filters in Photoshop so that designs could more easily be iterated on after receiving feedback from the game director.



UI EXAMPLES

Above are sample sheets contain various UI artifacts that I worked on. I was also responsible for exporting and optimization of these assets and then importing them as Xcode UI/View elements.

MORE UI EXAMPLES

CLASS ICONS



VARIOUS GUI ELEMENTS

POST BULLETIN TO YOUR GANG

ATTACK!

REPORT

PLAY LOTTO!

TIPS, TRICKS & CHAT

HOW
TO
PLAY

CRED
GANG

LEVEL

HEALTH

ENERGY

STAMINA

LOYALTY

GLOBAL WAR

GLOBAL WAR

PROJECT

GAME ARTIST

ROLE

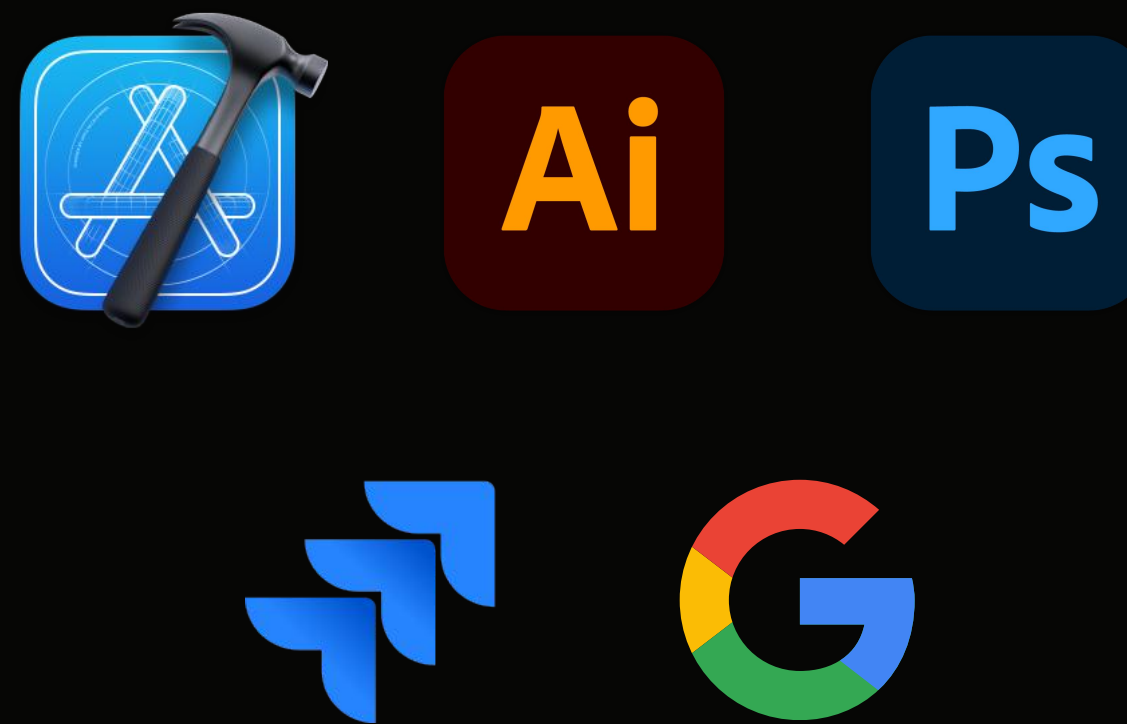
ADDMIRED (NOW MZ)

COMPANY



ABOUT

Essentially a clone of Original Gangstaz, but with a modern military twist. Released in 2011 for the iPod touch, and later updated with retina support for the iPhone 5.



TOOLS, METHODS AND SKILLS USED

- Mockups in Illustrator and Photoshop
- Collaboration with product, engineering, and design teams for feature ideation and implementation
- UI implementation in Xcode



WORKING ON GLOBAL WAR

Global War ran into the same retina screen issue as OG did. The art team and I spent about three months recreating all the art assets at a larger scale which led to more fidelity in the final game.

In order to manage such a gargantuan task(hundreds of assets to update), I created a spreadsheet with a list of each image to update along with columns for their implementation into the Xcode project.

BUTTONS AND FILTERS



HONOR
POINTS

ATTACK
DEFENSE
OWNED

BUTTONS AND FILTERS



BANK

HOSPITAL

EXECUTE
MISSION

COLLECT
◀◀

TARGET
4 DEATH

UI EXAMPLES

Above are sample sheets contain various UI artifacts that I worked on. I was also responsible for exporting and optimization of these assets and then importing them as Xcode UI/View elements.

MORE UI EXAMPLES

CLASS ICONS

MERCS



PRIVATE MILITARY



MISC WINDOWS



END OF PORTFOLIO

Thank you for viewing my portfolio. Please reach out via guillermo@uxican.com if you'd like to discuss opportunities.