

GUILLERMO ROMERO JR.

Senior Games UX Designer

Los Angeles Area, California, USA

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OBJECTIVE

User Experience focused game developer with experience in mobile, web, pc, ccg, rpg and casino games looking for my next opportunity to make a difference. Reach out today and let's talk!

SKILLS

User Experience	Unity & Godot UI Implementation	Information Architecture
User Interface	C#	Interaction Design
User Research	GDScript	Feature Design
Wireframing	HTML, CSS & JS	Interface Design
Flows	Remote Usability Testing	Storyboarding
Prototypes	Remote Player Interviews	Market Research
Heuristic Evaluation	Studio/Public Playtesting	Design Systems

EXPERIENCE

SUBJECT MATTER EXPERT

@ CHAMPLAIN COLLEGE

APR 2025 - PRESENT

Ontario, CA USA - Remote

Currently building and soon to be teaching an online, intermediate level course for game design with the Unity game engine.

- Created a 2D Platformer course using C# to teach the input system, tilemaps, animation controllers, singletons, 2D physics and audio playback.

PROJECTS

Intermediate Course - Game Engines For Designers

FOUNDER

@ AZTECA GAMES

MAR 2023 - DEC 2024

Ontario, CA USA - Remote

I founded Azteca Games to create my own catalog of games.

- Used the Godot engine and GDScript to build a 2D platformer, a farming game and a vampire survivors like game.

PROJECTS

Fantasy Survivor, Lord Dark Frog, Untitled

Metroidvania Game

SR PRODUCT DESIGNER, CONTRACT

@ ZINGEROO INC

NOV 2020 - NOV 2021

Boston MA, USA - Remote

Led UX efforts on a stock trading app with social leaderboards and chat.

- Conducted 30+ remote user interviews and presented findings to leadership team.
- Managed a team of two product designers.
- Produced designs and mockups for new features.

PROJECTS

Zingeroo

FOUNDER

@ UXICAN LLC

JUN 2024 - PRESENT

Ontario, CA USA - Remote

UXICAN provides various UX related services specializing in video games.

- Achieved 21% and 19% increases in D1 and D7 retention by streamlining the new user experience in Jackpot Party Casino Slots.

CLIENTS

Ten Square Games, Sciplay

SR UX DESIGNER

@ MONUMENTAL

NOV 2021 - FEB 2023

Austin TX, USA - Remote

Partnered with art, engineering, product, design and QA teams to update Mythgard's UI and flows in friction areas which were identified in unmoderated user interviews and internal playtesting.

PROJECTS

Mythgard

UX DESIGNER, CONTRACT

@ WARDUCKS

NOV 2020 - NOV 2021

Ireland, Remote

Teamed up with Product and Design to iterate on their in-house project. Playtesting feedback paired with a heuristics evaluation was used to propose new tutorial and quest flows.

PROJECTS

Unannounced Mobile AR Game

SR UX DESIGNER

@ GLU MOBILE

JUN 2017 - JUL 2020

San Mateo CA, USA - Remote

Worked on three separate mobile titles mainly providing mockups, wireframes and UI implementation for WWE and Deer Hunter ips.

PROJECTS

Car Town Racing, WWE Universe, Deer Hunter World

UX DESIGNER

@ BASH GAMING

DEC 2012 - APR 2014

Foster City, CA, USA

I produced countless wireframes, flows and storyboards to deliver the director's vision for our monthly bingo variants that offered new ways to play bingo. We were acquired by GSN Games in 2014.

PROJECTS

Bingo Bash, Slots Bash

GAME ARTIST

@ ADDMIRED

JUL 2010 - MAY 2011

Sunnyvale, CA, USA

Worked as part of a team to up-rez the existing game assets for two iOS games to match the new retina display. Hundreds of sprites were remastered with more detail at 4x size. New assets were created to support live ops as well.

PROJECTS

Original Gangstaz, Global War

GENERAL ARTIST

@ TOMO SOFTWARE

JUN 2005 - JUL 2006

Los Angeles, CA USA

I created concept art, 3d characters, clothing, props, and renders of all of these items which would then be rendered as sprites and used in game.

PROJECTS

Sora City

UX DESIGNER

@ GSN GAMES

APR 2014 - MAY 2017

San Francisco, CA, USA

A year after Bash Gaming was acquired in April 2014, I joined the GSN Games UX team based in San Francisco. We acted as a shared resource to the entire company with each designer in charge of one game, assisting the others when needed based on project deadlines.

PROJECTS

Bingo Bash, Slots Bash, GSN Casino, Wheel Of Fortune Slots

PRODUCT DESIGNER, CONTRACT

@ ATARI

Q4 2012

San Francisco, CA USA - Remote

Worked with product management on mockups and designs for an upcoming mobile 'arcade' app which housed a collection of classic Atari games.

PROJECTS

Atari Collection For iPhone

SENIOR ARTIST

@ SANTA CRUZ GAMES

OCT 2006 - APR 2009

Santa Cruz, CA USA

Led art efforts on a few educational games for Jakks Pacific's line of all in one game packs. Collaborated with engineering to create an art pipeline that involved rendering 3d models and converting them to game ready sprite sheets.

PROJECTS

Power Rangers Force In Time, Spider Sense Spider-Man And The Masked Menace, Star Wars - Clone Trooper Blaster, Tomb Raider Underworld DS - Prototype, Leapfrog ClickStart My First Computer, Finding Nemo - Sea Of Keys, Animal Art Studio, Toy Story: To 100 And Beyond!

TRANSMISSION SYSTEMS OPERATOR

@ US ARMY

SEP 1996 - DEC 1999

Fort Liberty, NC USA

Setup and maintained remote communication networks with the 82nd Signal Battalion, a support unit stationed in Ft Liberty, NC.

I also participated in several recon training exercises with squads from the 505th Infantry Regiment.

PROJECTS

Purple Dragon

EDUCATION

MULTIMEDIA ART & ANIMATION, BACHELOR'S OF SCIENCE

@ ART INSTITUTE OF CALIFORNIA

2001-2005

Santa Monica, CA, USA

Computer animation training based on a traditional 2d primer focused on animation and design fundamentals.

BUSINESS ADMINISTRATION, ASSOCIATE IN SCIENCE

@ CHAFFEY COLLEGE

2025 - Present

Ontario, CA, USA

Just now starting to pursue an AS degree in business.