Nate Greenwall

UX/UI Design, Visual Designer +10XP

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Summary

"Nate's passion for, insight to, and relentless work behind, our User Experience/User Interface design (web and mobile) made it all possible." - Jess M. Brallier, President and Publisher

For over 10 years my goal as a designer has been to help businesses exceed their objectives while also keeping user needs center stage.

With a strong visual design background, I am skilled at multiple levels of the product design process — research, wireframing, rapid prototyping & testing of assumptions, branding, releasing a polished product, and improving the product after launch.

I have worked on popular shipped web and mobile products such as Poptropica Original, Poptropica Worlds, Adventure Pig, Fact Monster, and Funbrain. I also built customized experiences for Disney, Pixar, Sony, Nintendo, Cartoon Network, LEGO, Diary of a Wimpy Kid, Peanuts, Sudden Industries, Blockchain Products, and others.

Here are a few results from products I've worked on:
- 3.5 million players a month, 123 million page views per month, 26 min session average
- Featured in the Apple and Google app stores.
- Dedicated users and positive reviews
- Revenue generated through custom advertising, IAP, and subscriptions

Specialties: Research, Wireframing, Mock-ups, Rapid Prototyping, User Testing, Style Guides, UI Design, Web Design, Graphic Design, Digital Illustration (optimized vector graphics), F2P Games, Marketing, Management, Creative Direction, Adobe Suite, Agile, Bootstrap Studio, Jira, Unity, Flash, InVision, Sketch, Flinto…and I can do a few yo-yo tricks.

Experience

Freelance UX/UI Design, Visual Designer
www.nategreenwall.com
May 2011 - Present
- Provide experienced UX/UI and visual design for various companies and brands such as TrickyFast Studios, Diary of a Wimpy Kid, Blockchain based technologies, and others.
- Design websites, branding, illustrations, logos, and UI assets.
- Create wireframes, prototypes and mockups for websites, apps, and games.
- Work with clients to develop stellar user-focused products.

Manager, User Experience Design
StoryArc Media
February 2016 - February 2018
- Conduct Research and setup user stories, flows, wireframes, prototypes (Flinto, Unity and InVision), and tests.
- Work directly with stakeholders to design engaging responsive websites, games, and mobile products.
- Design style guides, build optimized vector assets, and assemble polished designs in Unity for developers.
- Implement UX/UI and art direction on multiple products.
- Create logos, icons, branding, marketing assets, and other interactive elements.
- Develop products using Agile development processes (Agile, Jira, Slack).
- Manage, train, and collaborate with other developers and creatives.

UX/UI Designer - Lead Graphic Artist
StoryArc Media
January 2015 - February 2016
- Collaborate and iterate with stakeholders to build responsive websites, games, and mobile products.
- Conduct Research and create user stories, flows, wireframes, prototypes, and tests for mobile and web products.
- Provide creative, art direction, and approval on multiple products.
- Manage, train, and mentor team members working on multiple IP's and projects.
- Design websites, branding, illustrations, logos, icons, and other interactive elements.
- Work on customized advertising campaigns for Disney, Pixar, Nickelodeon, Cartoon Network, LEGO, Diary of a Wimpy Kid, and others.

Lead Graphic Artist - UX/UI Design
Pearson
May 2007 - January 2015
- Collaborate with writers and production teams to develop game UX/UI mockups, flows, style guides, quests, and compelling stories.
- Developed the initial look and style for Poptropica, a popular web and mobile IP with over 300+ million players.
- Provide creative and artistic direction and training to other artists and developers.
- Create fun educational and engaging game designs, animations, and interactivity.
- Design UI, logos, items, characters, and game scene backgrounds.
- Conceptualize, prototype, design and provide art direction on products that include apps, toys, t-shirts, posters, books, game cards, and others.
- Work on customized advertising and games for Disney, Pixar, Sony, Nintendo, Cartoon Network, LEGO, Fox, Tootsie Roll, Kellogg, Diary of a Wimpy Kid, Big Nate, Peanuts, Charlie and the Chocolate Factory, and others.

Lead Graphic Designer
LetterPress Software
May 2004 - May 2007
- *Collaborate with Instructional Designers to create award winning educational software and programs for kids, schools, and businesses.*
- *Provide engaging illustrations, character designs and animations, user interfaces, logos and packaging designs.*

Education

Utah State University
Bachelor of Arts (BA), Graphic Design and Multi-media Design
2001 - May 2005

Allen County Community College
Associates of Arts (AA)
2001

Why Nate is great!

Jason Schklar
UX Consultant
*"**Nate is the UX professional you want on your team.** He combines top notch visual design skills with a great understanding of information architecture and interaction design. Not only can he provide art direction and production-quality 2d art, but he can also dive in and create interactive prototypes that allow for efficient and effective iteration. Pleasure to work with!"*

Jen MacLean
Executive Director at International Game Developers Association (IGDA®) & Managing Director at IGDA Foundation
*"I've had the pleasure of working with Nate at StoryArc Media, and seeing his skills grow and develop. To me, Nate exemplifies the best principles of UI and UX through his empathy for our players and his focus on always creating an outstanding design that also furthers the story we're telling and delivers a better user experience. In addition to his exemplary UI/UX approach, **I've also had the pleasure of seeing the direct business impact of Nate's work across significant KPIs, including retention and purchase conversion.** Nate is one of the best there is."*

Bob Holmes
CEO at Sudden Industries and Owner, Sudden Industries
*"I worked with Nate on many projects including Poptropica and Funbrain. His work as a digital experience designer was always excellent. He's a good listener and communicator and has the great ability to translate the needs and concerns of both the business requirements and the end user into an engaging digital experience. Nate is also able to deliver flows, wireframes and basic user interface designs quickly and cleanly and does a good job of explaining his process, approach and reasoning behind his recommended solutions. **Most importantly, Nate has a passion for his work which makes him a joy to work with.** He's a great team player and is happy to lead when the opportunity arises."*

Christine Capota
Product and Innovation Coach
*"I had the pleasure of working with Nate on Poptropica Worlds and Poptropica. He's a talented UX/UI designer with a strong footing in research and data. He's got sharp intuition and still values testing his own assumptions and designs. **You can trust Nate to take a requirement and run with it: he'll mock concepts, communicate them, prototype them, test, iterate, and quickly land at a beautiful user design.** Additionally, he's great to work with and has an awesome personality and work style. He's a strong addition to any team."*