

# MARIA TARTAGLIA

## EXPERIENCE DESIGNER

MARIATARTAGLIA.COM

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End-to-end designer who loves art, trying new things, and solving tough problems. Passionate about user-centered design with hands on experience throughout the process, from user research to developing prototypes and collaborating with cross-functional teams from concept to implementation. Skilled at data visualization and crafting data-driven stories to pitch new ideas and processes to positively impact team endeavors and customer experiences.

## CAREER HISTORY

Electronic Arts (EA) - Redwood City, CA | Jan 2018 - Present

### *Experience Designer | The Sims 4*

- Create and implement comprehensive user-centered design systems for cross-platform.
- Forecast project needs and manage design resources for usability testing and user research endeavors that help translate abstract ideas into viable product features.
- Deliver maps, wireframes, interactive prototypes, use cases, and presentations that help give understanding of an experience at a low and high level, and help demonstrate balancing player, business, and technical goals throughout concept to final implementation.
- Use data and analytics to extrapolate solutions from surveys, focus groups, and playtests that also grow development processes both on immediate team and the studio at large.
- Develop UI design systems and interaction mocks using design/creative toolkits.
- Create final art, animations, and other in-game UI keeping product consistency and quality.

### *UI Artist | Command & Conquer: Rivals*

- Created and optimized UI assets and animations for mobile, pushing the UI through each stage of production.
- Conducted competitive research and analysis, and presented findings to key stakeholders.
- Iterated designs according to feedback from reviews, changing requirements, and playtests.
- Provided UX design and wireframing support.
- Managed and organized UI libraries and design systems to optimize performance and maintain visual consistency.
- Worked on Live Service support after launch in Dec 2018.

SG Interactive (Formerly WMS Gaming) - Chicago, IL | Sept 2013 - Aug 2017

### *Senior Artist | Social Casino Games*

- Responsible for the visual development of several projects by managing small teams of artists, working directly with outsourcing teams, and implementing team best practices in art creation and development processes for mobile and PC products.
- Worked with Leads to brainstorm, prototype, and ship Social Casino products creating assets through each stage of development, from early ideation to implementation.
- Mentored other artists on developing skills and career growth opportunities.

### *Core Artist | iGaming & Play4Fun Network*

- Produced high-quality art and animations matching various existing styles and IPs, as well as created fresh new concepts for mobile and PC products.
- Worked with cross-disciplinary teams to implement new art pipeline processes, and self-managed on multiple game projects as the sole artist handling all time-management tasks and art organizational needs and communications.
- Assisted with marketing and branding for various projects.

### *Associate Artist | iGaming*

- Visual development for iGaming and Social Casino products on mobile and PC.
- Worked with R&D on art concepts and game prototypes for new emerging hardware ideas.

## SKILLS

USER RESEARCH

PROTOTYPING

WIREFRAMING

DATA VISUALIZATION & ANALYSIS

INTERACTION DESIGN

MOBILE, PC, & CONSOLE DEVELOPMENT

VISUAL & UI DESIGN

MOTION GRAPHICS

## TOOLS

MIRO

ADOBE SUITE

SKETCH

PRINCIPLE

FIGMA

GOOGLE DOCS, SHEETS, & SLIDES

PROPRIETARY TOOLS

## EDUCATION

*Entertainment Technology Center*

*Carnegie Mellon University*

Pittsburgh, PA - May 2013

Masters of Entertainment Technology

*Carnegie Mellon University*

Pittsburgh, PA - May 2011

Bachelor of Fine Arts

Minor in Music Technology