

# Thomas McAuley

UX/UI Designer | Game Design Leader

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## PROFESSIONAL SUMMARY

Creative and innovative UI/UX Designer with 20+ years of experience across digital, gaming, SaaS, and branding platforms. Specialized in designing player-focused game interfaces that enhance engagement and storytelling. Proficient in tools like Figma and Adobe Creative Suite, with expertise in user-centered design, responsive workflows, and asset integration. Recognized for delivering intuitive, visually compelling designs while balancing functionality and creativity.

## CORE SKILLS

- Game UI/UX Design
- User-Centered Design Principles
- Wireframing and Prototyping (Figma, Adobe XD)
- Branding and Visual Storytelling
- Responsive and Atomic Design
- Accessibility and Analytics-Driven Iteration
- Design Systems and Documentation
- Collaboration Across Remote Teams

## EXPERIENCE

### Lead UX/UI Designer, Creative Director, *Kübs/Stax*

Montreal, Quebec, Canada (Remote) | Apr 2024 - Present

- Designed and implemented the Kübs/Stax Design System across 50+ screens, ensuring consistency and usability for complex dashboards and marketplaces.
- Directed the creation of modular layouts, data visualizations, and intuitive navigation systems, significantly improving user interaction.
- Collaborated with cross-functional teams to optimize workflows and align designs with business goals.
- Delivered documentation to streamline development handoffs and support scalability.

### Lead UX/UI Artist, Creative Director, *Equinox Games*

Montreal, Quebec, Canada (Remote) | Oct 2023 - Jan 2025

- Developed UI/UX for a diverse portfolio of games, including narrative-driven and casino-style experiences.
- Led redesigns for multiplayer platforms, introducing responsive design, style guides, and atomic design systems.
- Created prototypes and detailed mockups that translated complex requirements into user-friendly designs.
- Enhanced user engagement through accessible features and iterative feedback loops.

## TECHNICAL SKILLS

### Design Software:

Figma, Adobe Creative Suite (Photoshop, Illustrator, XD)

### Project Management:

Jira, Scoro, Monday

### Development Knowledge:

HTML, CSS

## SOFT SKILLS

User-Centered Design Thinking  
Collaborative Leadership  
Rapid Problem Solving  
Effective Stakeholder Communication  
Documentation and Hand-Off Optimization  
*German:* Intermediate - Level A2-B1

## EDUCATION

*O'More College of Design*  
Franklin, TN  
Graphic Design & Advertising

## CERTIFICATIONS

*Google UX Design Professional* - 5 of 7 progress

## PORTFOLIO

[thomasmcauley.com](http://thomasmcauley.com)

## **UX/UI Designer & Creative Director, *Webhead***

Webhead, San Antonio, TX | Apr 2021 - Oct 2023

- Designed interfaces and user flows for government and commercial projects, ensuring user-centered design principles.
- Created wireframes, prototypes, and mockups for high-stakes clients, enhancing usability and functionality.
- Delivered consistent design systems and visual assets for marketing and digital platforms.

## **UX/UI Designer | Game Design Consultant**

Freelance, Remote | Dec 2012 — Jul 2020

- Designed UI for mobile and desktop games, balancing creativity and functionality to meet diverse player needs.
- Worked closely with developers and artists to prototype and implement game assets, maintaining brand coherence.