

Chris Rawson

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Focus Summary

- Project scoping, budgeting, and leadership of multi-disciplinary teams to deliver on the product vision
- UI/UX design and front-end tooling, including content-pipeline design and integration

Professional Experience chrisrawson.com/portfolio

Creative Director - Solar Forge Games *2023 - Present*

- Drive product vision—scope features, timelines, and budgets.
- Lead a cross-functional team of 9 while contributing hands-on to tool development, UX design, and UI art direction.
- Develop art/story tools and integrate pipelines reducing content creation iteration time by ~60%.
- Integrate AI tools into the development workflow, boosting output without compromising quality.

Project Lead - Red Games *2015 - 2023*

- Led tech and design teams on game titles developed in partnership with Crayola, Oprah, Lego, Apple.
- Shipped titles that collectively see over 50K daily active users and have netted >\$6M in revenue.
- Designed and built reusable game systems and tools for app initialization, art pipeline, level design, game play, character customization/animation, UI management, and remote configuration.
- Designed and implemented UI/UX for multiple Apple Editor's Choice and other award winning games.

Game Engineer - Fable Labs *2014 - 2015*

- Built development pipeline tools for game designers, artists, and writers.
- Constructed data configurable minigames. Designed and implemented UI/UX and game flows.

Lead UI/UX Designer - Journeys End *2008 - 2014*

- Designed branding and UI/UX; managed engineers to develop data-driven web and mobile apps.
- Coordinated with clients and dev team. Organized timelines and tasks; oversaw project execution.

Motion Graphics Artist - ABC Family *2004 - 2008*

- Created motion graphics, 2D/3D animation, visual effects, compositing, and editorial for show intros, interstitials, and trailers on Disney Channel, Playhouse Disney, and Disney XD.

Skills and Proficiencies

- Expert proficiency with Unity 3D game engine, Photoshop, Illustrator, After Effects, and Figma
- Extensive experience architecting game systems and programming in C# and C++
- Tool creation software and languages such as Python, JavaScript, and TypeScript
- Team & Project Management Software (JIRA, Asana, Slack)

Education

MS in Computing - University of Utah, *2011 - 2014*

BA in Media Arts - Brigham Young University, *2000 - 2003*