

# TIMOTHY HEQUIBAL

## USER EXPERIENCE DESIGNER

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### Skillset

#### Design

Wireframing, Prototyping, User Flows, Information Architecture, Archetype Analysis, User Testing/Research, UR Analytics

#### Tools

Figma, Adobe XD, Adobe CC, Sketch, Principle, inVision, Unity, Unreal

#### Languages

Limited Experience in C++, C#, LUA, HTML, CSS

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### Experience

#### Activision / User Experience Lead

SEPTEMBER 2022 - JANUARY 2024, REMOTE, SOUTHERN CA

- Lead UX Designer for Call of Duty: Warzone Mobile.
- Managed a team of UX Designers and UI Artists reporting both remotely and onsite.
- UI/UX Leader for cross-studio efforts on both mobile and PC/Console.
- Translated Warzone's compelling experience from console/PC to a mobile-first, "Best On Glass" approach for the hardcore FPS player.
- Studio emphasis largely focused on commerce, social, and live events.
- Collaborated with PC/Console studios to advocate for Mobile's needs and created pipelines and guidelines on cross-promotional efforts.

Mobile: Call of Duty: Warzone Mobile

#### Electronic Arts / Senior UX Designer

MARCH 2020 - SEPTEMBER 2022, REMOTE, SOUTHERN CA

- Senior UX designer and UX Manager on several of EA's mobile sports flagship franchises, including Madden NFL, NBA Live, and numerous R&D efforts.
- Worked closely with Design Leads and Project Managers to identify and address improvements and concerns on Evergreen titles.
- Created and managed a studio wide design system in Figma and created hours of tutorials to be utilized across design disciplines.

Mobile: Madden Mobile 2021+, NBA Live Mobile 2021+, Unannounced sports titles

#### Turtle Rock Studios (WB Games) / UX Designer

DECEMBER 2018 - MARCH 2020, LAKE FOREST, CA

- Lead UX designer for TRS' AAA First Person Shooter, Back 4 Blood (B4B).
- Worked closely with Lead Designer to create and implement game systems and features in B4B, focusing on wireframes, prototypes, and IA.

- Worked with Warner Bros to create TRS' user testing pipeline and conducted several prototype validation and A/B tests for external testers.

PC / Console (Current/Next): Back 4 Blood

### **Machine Zone / Lead UX Designer**

APRIL 2016 - DECEMBER 2018, PALO ALTO, CA, LAS VEGAS, NV

- Led and managed the UX team on top-performing design and sales teams.
- Built UX pipeline and presence within Machine Zone's game branch.
- Crafted wireframes, GDDs, IA structures, and interactive prototypes to demonstrate and validate design decisions with directors and executives.
- Stakeholder on almost every large feature launched into MZ's game titles.

Mobile: Final Fantasy XV: A New Empire, Mobile Strike, Game of War: Fire Age, WW Rising

### **Red 5 Studios / UX Designer**

MARCH 2015 - APRIL 2016, IRVINE, CA

- Designed wireframes, screen flows, and IA for Red 5's Firefall.
- Conducted User Testing with biometrics to validate design decisions.

PC: Firefall

### **Independent UX/UI Consultant**

JULY 2014 - PRESENT, SOUTHERN CA

- UI/UX Consultant and Unity UI Dev for a variety of projects that ranged from AR Apps to Edutainment.

Mobile: Fingr (SimplePie), Hot Wheels Track Builder, NC Bionetwork (Hyperkinetic Studios), Dystopia: Modern Empires (Beetroot Labs), Fingr (SimplePie), Rivalry Games Fantasy Football (Rivalry Games),

### **Kung Fu Factory / UX/UI Designer, Game Designer**

OCTOBER 2010 - MARCH 2015, LOS ANGELES, CA

- Designed wireframes and game flows for console and mobile titles.
- Implemented UI designs using proprietary UI engine and tools.

Console: Spartacus Legends, Bellator MMA: Onslaught, Girlfight, Supremacy MMA

Mobile: Adventure Time: Card Wars, TMNT: Rooftop Run, Unreleased 4X Game

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## **Education**

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### **University of California: Riverside**

2010 - Computer Science; Game Development