

TIMOTHY HEQUIBAL

USER EXPERIENCE DESIGNER

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Professional Summary

UX design leader with 15+ years of experience shipping AAA and mobile games across Activision, Electronic Arts, Warner Bros., Machine Zone, and independent studios. Experienced leading cross-functional teams, building UX organizations, and defining player experiences across mobile, PC, and console.

Expertise

Core Competencies

UX Strategy, Design Leadership, Mobile & Cross-Platform UX, UX Research, Design Systems, Team Development, Product Strategy, Live Service, Prototyping, Information Architecture, Cross-Functional Leadership

Tools

Figma, Unreal Engine, Unity, Adobe Creative Cloud

Professional Experience

Escape Velocity Entertainment / Lead UX Designer

APRIL 2024 - PRESENT, REMOTE, SOUTHERN CA

- Own Mobile UX strategy for an unannounced cross-platform hero shooter, defining platform-specific experiences while maintaining alignment across mobile, PC, and console.
- Lead a globally distributed UX team through hiring, mentorship, design leadership, and partnership with an international co-development studio.
- Partner with studio leadership to shape product strategy, roadmap priorities, staffing, and UX direction.

Mobile, PC, Console: Unannounced Hero Shooter/MOBA

Activision / Lead Experience Designer

SEPTEMBER 2022 - JANUARY 2024, REMOTE, SOUTHERN CA

- Led a distributed team of UX Designers and UI Artists across multiple studios on Call of Duty: Warzone Mobile.
- Championed a "Best on Glass" UX philosophy, adapting Warzone's gameplay for touch while maintaining franchise parity.
- Influenced cross-platform UX strategy by partnering with Design, Engineering, Live Operations, and Commerce teams across Activision studios.

Mobile: Call of Duty: Warzone Mobile

Electronic Arts / Senior UX Designer

MARCH 2020 - SEPTEMBER 2022, REMOTE, SOUTHERN CA

- Led UX initiatives across Madden NFL Mobile, NBA Live Mobile, and multiple R&D projects.
- Built and maintained EA's mobile Figma design system, improving consistency and onboarding.
- Helped evolve live service experiences across EA's flagship mobile sports titles.

Mobile: Madden NFL Mobile, NBA Live Mobile, R&D Sports Titles

Turtle Rock Studios (WB Games) / UX Designer

DECEMBER 2018 - MARCH 2020, LAKE FOREST, CA

- Led UX for Back 4 Blood, designing gameplay systems, player flows, prototypes, and information architecture.
- Established the studio's user research pipeline with Warner Bros., integrating usability testing throughout development.

PC, Console: Back 4 Blood

Machine Zone / Lead UX Designer

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

- Built and led the UX discipline across multiple top-grossing mobile strategy titles.
- Drove UX strategy for major game features through wireframes, prototypes, documentation, and executive reviews.

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 UX, player flows, and information architecture for Firefall while validating features through biometric usability testing.

PC: Firefall

Kung Fu Factory / UX/UI Designer, Game Designer

OCTOBER 2010 - MARCH 2015, LOS ANGELES, CA

- Designed gameplay UX and implemented UI across console and mobile titles, contributing to shipped licensed and original IPs.

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

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

Education

University of California: Riverside

Computer Science, Game Development