

# David Doran-Marshall

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## 📍 Senior Product Designer

I am a multidisciplinary designer with a background in immersive products and app development. I employ a user-centric design process and enjoy working with cross-functional teams to solve problems through analysis, user research, and design exploration.

Outside of work, I prize time spent learning about new technologies, and how users will interact with them. An area that interests me most is the convergence of communication, visualization, and simulation technology.

With 15 years of experience designing, developing and shipping products, I bring an open and analytical mindset to the development process. I thrive when I can help the team see the big picture as well as discover solutions to the nitty gritty details.

## 📍 Expertise

### Skills

- **UX research:** Usability analysis, empathy, active listening, personas, information architecture
- **Wireframing:** sketching, ideation, prototyping
- **UI and Interaction Design:** responsive mobile apps and websites, animation, color theory
- **Game Design and Development:** game systems design, game ux, level design, cinematic animation, scripting, realtime lighting and vfx
- **Spatial Computing:** VR, AR, MR Design, 3d interaction design
- **SCRUM / Agile Methodology**

### Tools

- Sketch, AdobeXD, Figma, Axure, Balsamiq Mockups
- Adobe Creative Suite
- 3dsMax, Unity3d, Unreal Engine
- Word, Excel, Powerpoint, Keynote
- SVN, Git, Perforce
- Google Analytics, Knowledge of SQL
- Understanding of C#, HTML5, CSS, JS, C and PHP
- JIRA, TeamWorkPM, Slack

## ◉ Work Experience

2013 - Present  
Dallas, TX



### Product Designer | Egowall

I am responsible for user research, usability testing, market analysis, mobile app information architecture, UI/UX, and game design.

- Lead a 6 month redesign effort on key usability features of the product which cut down on repetitive tasks by 75%, and lead to further capital investment
- Conduct User and Market Research to guide Business Strategy while working directly with designers, developers, marketing, PM, and CEO.
- Wireframing, storyboarding, and prototyping for mobile and web-based digital products using Sketch, AdobeXD, Photoshop, Unity

2008-2013  
Dallas, TX



### Lead Designer | Controlled Chaos Media

I was the first hire at this independent studio. In addition to developing our own IP, we used realtime videogame technology to create solutions for clients such as Mobile AR apps.

- Conceived, planned, and deployed product strategy and UX, resulting in hundreds of thousands of dollars in revenue.
- Designed interfaces and experiences, planned, iterated upon, and shipped multiple iOS and PC titles.
- Pitched RFP's to publishers, met with clients to review timely deliverables and manage project timelines.

2005-2008  
Dallas, TX



### Level Designer I/II | Atari / THQ

As a level designer I researched, pitched, designed, developed, and iterated upon interactive game content for AAA handheld, and console videogames. I managed a team that edited and guided experiential content in the product, and created detailed design systems for key gameplay elements.

- Directed an internal team of 5 designers responsible for polishing design implementations of 90 distinct videogame level experiences to provide consistent quality.
- Utilized user research for validation and feedback throughout the development process. Collaborated across disciplines to discover creative and timely solutions.
- Developed content with various tools including: Maya, Adobe Illustrator, and in-house engines.

2004-2005  
Plano, TX



### Technical QA Tester | Gearbox Software

I was part of a technical testing group within Gearbox Software, in charge of testing and identifying solutions to problems on a product for Xbox, Playstation 2, and PC

- Tested game using detailed test plans developed in coordination with Producer and Designers
- Tracked and fixed bugs using internal tools, and Unreal Engine.  
Collaborated closely with engineers to aid in creation of internal proprietary tools

## ◉ Education

2004-2005  
Plano, TX



### The Guildhall at SMU

Interactive Digital Technology with a focus in Design

1997-2001  
Sherman, TX



### Austin College

Bachelors of Fine Arts