KEN MCFARLANE

UI/UX DESIGNER

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ken-makes-ui.com

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SKILLS

- Wireframing & Prototyping
- User-flows
- Design Documentation
- Cross-Platform Development
- Platform TRC Knowledge
- Rapid Ideation & Iteration
- Vector & 2D Illustration
- Visual Development
- Iconography
- Motion Graphics
- Self-Organised & Agile
- Growth Mindset
- Cross-Department Communication
- Ownership & Mentorship

SOFTWARE

- Adobe Photoshop, Illustrator, After Effects
- Figma, Miro
- Confluence, Jira, Notion
- Unreal, Unity, Noesis Studio
- Blender, Spine

GAMES SHIPPED

- Planted! (2026) - PS5, XB1, PC
- High on Life 2 (2026) - PS5, XB1, Switch, PC
- Zombie Army VR (2025) - PSVR2, Quest 2/3
- Starship Troopers: Continuum (2024) - PSVR2, Quest 2/3
- Castle Invasion (2016) - PS4, PC

Profile

An experienced UI/UX with strong problem solving skills balancing clean design that champions the user with visual style that supports the game's art direction. With experience of working in teams of varying sizes from small indies to larger 100+ studios. Able to hit the ground running, collaborate easily and take ownership of features to deliver high quality UI.

Experience

Cloth Cat Games | UI/UX Designer (Contract)
Apr. 26 - Sep. '26

Planted! - PS5, XB1, XBSS/X, PC

- Ownership of UI/UX development from user-flows to wireframes to final deliverables of all menus, iconography and HUD assets with motion design support.
- Established UI/UX work flow with implementation reviews to ensure consistency between design and final in-engine version.
- Ensuring UI design and assets were compliant with platform and cross-play TRCs.
- Managed and prioritised deliverables to ensure milestones were met for presenting game at trade shows.

Dead Nice Studios | UI/UX Designer (contract)
Feb. '25 - Apr. '26

High on Life 2 - PS5, XB1, XBSS/X, Switch 2, PC
Including 4 other projects yet to be announced

- Supported outsourcing studio to deliver UX & UI solutions for clients across different timezones with weekly reviews, applying any feedback given.
- Reviewed existing UX designs and delivered improvements via rapid wireframing and prototyping.
- Worked within established art styles or developed UI visual identity depending on requirements of the project, delivering Menus, HUDs, Iconography and style guides.
- Supported UI implementation and established work flow of translating figma designs to Noesis Studio and XAML.
- Contributed additional iconography to High On Life 2

Light & Wonder - Game Artist
Sep. '24 - Feb. '25

- Visual development of games' themes from concept to final assets and animation.
- Developed improvements of UX and UI of physical game cabinets.

XR Games | UI/UX Designer
Feb. '23 - Sep. '24

Zombie Army VR - PSVR2, Quest 2/3
Starship Troopers: Continuum - PSVR2, Quest 2/3

- Translated FPS experiences to VR through rapid prototyping with a focus on delivering diegetic UI.
- Delivered accessible control solutions for differently abled players.
- Delivered UI that matched brand guidelines of each IP, taking ownership of asset sign off.
- Supported art team with 2D illustration and visual development of game world.
- Ownership of iconography, delivering 100+ icons across both projects.
- Hosted weekly syncs, identified and resolved production bottlenecks.
- Mentored interns and junior staff, onboarding them to studio culture and assisted in development of career skills.

EDUCATION

Leeds Arts University (2009 - 2012)

BA (Hons) Digital Film, Games & Animation.

EVENTS & OTHER

BAFTA CONNECT (2024 - Present)

Network and support program for the game industry and emerging talent.

Playgrounds - (2023, 2025, 2026)

Regular attendee of conference and networking event for professionals in games, film and animation.

GAMAYO

Regular attendee to showcase and networking event of game developers based around Yorkshire.

XR GAMES - Game Jam

Developed a short arcade style game in a team of two over 2 days. Won 1st place.

HOBBIES & INTERESTS

- Illustration & Art
- Music Production
- Exercise & Bouldering
- Film & Games

Sky Betting & Gaming | Product Designer Jun. 18 - Feb. '23

- Led creative development of promotional mini-games and supporting companion pages for web and mobile.
- Delivered 4 consecutive years of summertime flagship promotions as well as seasonal refreshed of main platform promotion.
- Project and stakeholder management, aligning product owners, art and marketing departments through regular syncs.
- Reduced time for regular art-working duties for game releases from a week to 2 days.
- Provided visual development of game themes and art direction for in-house studio.