

Jesse Greenberg

UI Lead / Designer / Artist

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Sanzaru/Meta (acquired by Meta Feb 2020)

Lead UI Artist (2015 - 2024), Principal UI Artist (2024 - Present)

Directed the UI team and partnered with engineers and designers to establish cohesive design systems for AAA titles like Asgard's Wrath 1 & 2. Responsible for everything from the initial UI concept to final implementation, using Unreal Engine (Blueprints, Materials) to build functional prototypes and rapidly iterate based on user research. I delivered high-fidelity, immersive interfaces that set the standard for VR interaction while leveraging emerging AI models to improve task efficiency.

Nexon M

Senior UI Artist (2013 - 2015)

Partnered with external studios to provide UI design, art direction, and key art for numerous projects across iOS and Android. Led user interface design, concept art, and illustration for internal projects while managing a team of artists to ensure unified design execution across all platforms.

Goops (acquired by Nexon M)

Senior UI Artist (2012 - 2013)

Responsible for UI art, illustration, and FX for mobile titles using Unity3D and Flash. Developed interactive prototypes to define user experience and gained international experience collaborating with teams in Japan and Vietnam. Shipped the popular mobile RTS game Apoc Wars.

Trilogy Studios

UI Artist (2008 - 2011)

Responsible for illustration and UI art for social games and interactive projects for clients including DreamWorks, MTV, and Universal Studios. Collaborated with directors and art teams to deliver Kung Fu Panda World and a top-selling Harold and the Purple Crayon iPad app.

Procter & Gamble

Digital Designer (2007)

Collaborated with mechanical engineers to develop concepts and product visualizations for P&G brands like Swiffer and Febreze. Created sketches, 3D models, and animations to demonstrate and validate new product ideas.

Big Spaceship

Junior Designer / Co-op (2005 - 2006)

Produced art and animation for immersive film and brand websites, including Batman Begins, War of the Worlds, and Nike Air. Transitioned into a Flash games artist role, contributing to multiple award-winning interactive projects.

Education

University of Cincinnati, DAAP
Bachelor of Science in Digital Design
Graduated Cum Laude, Class of 2007

Skills

UI/UX, Game Dev, AR/VR, Mobile, Wireframing, Prototyping, Motion Graphics, VFX, Unreal Engine, UMG, Unity3D, Cinema4D, Photoshop, Illustrator, After Effects, Figma, Scripting, GenAI