

Albert Carmona

UI/UX Design Director | Art Lead | Motion Graphics

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Professional Summary

UI/UX leader with 10 years at Visual Concepts defining front-end experiences for the NBA 2K sports game franchise. Shipped 11 AAA releases across console generations (PS4/Xbox One/Switch → PS5/Xbox Series X/Switch2), managed a team of 10-13 artists, and built design systems that streamlined production and ensured visual consistency across all platforms.

Core Skills

- Team Leadership & Mentoring
- UI/UX Design Systems & Style Guides
- Figma, ShotGrid, Adobe CC, Autodesk Maya, Perforce
- Motion Design, 3D Animation & Modeling
- Proprietary Game Engines
- Bilingual: English, Spanish

Experience

2K GAMES / VISUAL CONCEPTS – NOVATO, CA | 2015 - 2025

LEAD UI ARTIST / ART LEAD, USER INTERFACE (2019-2025)

- Led UI/UX creative direction for the NBA 2K franchise across 6 yearly releases, managing a team of 10-13 artists and making final creative decisions for all player-facing interfaces.
- Conducted annual performance reviews and managed career development for FrontEnd artists, overseeing ShotGrid workflows and approvals.
- Designed and integrated major franchise systems including Main Menus, Character Appearance Flows, Environment modules, MyTEAM mini-games and features, and more.
- Built menu cameras and 3D environments in Maya for cinematic UI experiences, creating animation sequences integrated directly with engineering team.
- Established and maintained Figma design system, style guides, and technical documentation for shared UI assets across all game modes and platforms (console, PC, Switch).

MOTION GRAPHICS & UI ARTIST (2015-2019)

- Built and animated in-game wipes and interactive screens for the broadcast section of the game.
- Delivered high-profile interactive menus and mini-games using Maya and NBA 2K's proprietary game engine.

HECTIC DIGITAL – SAN FRANCISCO, CA | 2012-2014

3D & MOTION GRAPHICS ARTIST (2012-2014)

- Produced broadcast-quality motion and 3D animations for tech and entertainment clients.
- Collaborated with creative directors to align animation and branding standards—skills later applied to real-time game UI motion.

Education

- **MFA**, Computer Animation – Art Institute of California, San Francisco
- **BFA**, Computer Animation – Merrimack College