Albert Carmona
Senior Product Designer (UX/UI)

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Product designer with 10 years leading UI/UX for NBA 2K. I make complicated things feel simple. I build and maintain design systems, define interaction patterns, and ship production work alongside engineering. I've worked on products across console, mobile, and PC, and I'm ready to apply that to new product challenges.

EXPERIENCE

Design Lead, UI/UX @ 2K Games / Visual Concepts *Novato, CA | May 2015 - September 2025*

- Led UI/UX direction for NBA 2K across 6 releases, designing how millions of users navigate menus, discover modes, and move through features.
- Built and maintained Figma design systems with scalability across console, mobile, PC, and Switch. Owned component libraries, documentation, and handoff workflows.
- Used player behavior data to spot bottlenecks, then redesigned flows to improve completion rates.
- Shipped front end redesigns across every mode over 11 releases (2K16 to 2K26). Playtests showed users found things faster with less confusion.
- Worked directly with engineering to build tools, prototype in-engine, and ship features, often without a dedicated product manager.
- Directed a team of 10 to 13 designers. Ran performance reviews, supported career growth, and managed concept and build art approvals.
- Designed and built motion systems, menu cameras, transitions, and interactive mini-games in Maya and the proprietary engine, establishing visual language adopted across game modes.

3D & Motion Graphics Artist @ Hectic Digital *San Francisco, CA | Feb 2014 - Nov 2014*

- Produced broadcast-quality motion and 3D animations for tech and entertainment clients.

SKILLS & TOOLS

- Design systems, tokens, component governance, user flows, IA, prototyping, cross-platform UI, motion design, visual design, user research, accessibility, AI assisted scripting, 3D animation and modeling, systems thinking, team leadership and mentorship
- Figma, Adobe CC, After Effects, Maya, ShotGrid, Perforce | English (fluent), Spanish (fluent)

EDUCATION

Master of Fine Arts (MFA), Computer Animation *2010 - 2012*
Art Institute of California - San Francisco

Bachelor of Fine Arts (BFA), Digital Media *2006 - 2010*
Merrimack College