Albert Carmona

UI/UX Lead | Interaction & Product Design
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Professional Summary

UI/UX design lead with 10 years shaping the front-end experience for the NBA 2K franchise. My work centers on making complex features feel simple—structuring navigation, defining interaction patterns, and building scalable design frameworks used across multiple platforms. I partner closely with engineering, prototype early ideas, and ship fast. Now focused on product design roles where strong interaction thinking and close collaboration with technical teams matter most.

Core Skills

- UX & Interaction: user flows, IA, prototyping, wireframes, cross-platform UI
- Design Frameworks: component libraries, tokens, documentation, workflow design
- Motion & Visual: micro-interactions, transitions, motion design, 3D Animation & Modeling
- Tools: Figma, Adobe CC, After Effects, Maya, ShotGrid, Perforce, Proprietary Game Engines
- Leadership: team direction, mentoring, cross-discipline collaboration
- Languages: English, Spanish

Experience

2K GAMES / VISUAL CONCEPTS — NOVATO, CA | 2015 – 2025
LEAD UI ARTIST / ART LEAD, USER INTERFACE (2019–2025)

- Led the UI/UX direction for the NBA 2K front-end across six yearly releases, designing navigation, interaction patterns, and feature flows for a product used by millions.
- Worked directly with engineering to define requirements, explore early concepts, prototype interactions, and ship polished features – often without a dedicated product manager.
- Shipped a redesigned front-end for NBA 2K26 that simplified navigation across MyTEAM, Character Appearance, and 10+ game modes, improving clarity for seasonal content.
- Built and maintained a Figma design system that supported multiple teams and platforms, helping standardize components, patterns, and documentation across the franchise.
- Directed a team of 10–13 UI/UX designers and motion specialists, setting design goals, reviewing work, and keeping cross-discipline teams aligned through fast production cycles.
- Created motion prototypes and interaction concepts used for in-engine implementation, focusing on clarity, pacing, and feedback across menus and live-service features.

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.

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.

Education

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