Albert Carmona

Senior Product Designer | Interaction Systems & Design Platforms

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Professional Summary

Product designer with 10 years leading UI/UX for the NBA 2K franchise. I build and maintain design systems, define interaction patterns, and ship production work alongside engineering in fast, deadline-driven environments. Experienced designing complex, real-time console products with a focus on scalable component architecture, interaction systems, and clear design documentation.

Now focused on applying that experience to broader product platforms, tools, and system-level UX beyond games.

Core Skills

- UX & Interaction: user flows, IA, interaction prototyping, wireframes, cross-platform UI
- Design Systems & Platform Interaction: component libraries, tokens, patterns, 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
DESIGN LEAD, UI/UX (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 of players globally.
- Built and maintained a Figma design system that supported multiple teams and platforms, including component governance, documentation, and scalable handoff workflows with engineering.
- 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.
- Created motion and interaction prototypes to communicate system state, causality, and feedback across complex flows.
- 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.
- Partnered closely with engineering and design peers to iterate on interaction models through rapid prototyping, critique, and production feedback loops within our internal game engine.

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