

# Albert Carmona

Senior Product Designer | Interaction Systems & Design Platforms

San Francisco, CA | 978-809-9716 | Allister@hey.com | [www.AlbertCarmona.com](http://www.AlbertCarmona.com) | [linkedin.com/in/albertjcg](https://linkedin.com/in/albertjcg)

## Summary

I'm a product designer with 10 years leading UI/UX for the NBA 2K franchise. I make complicated things feel simple and I like digging into how users actually move through a product. 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. Now I want to bring that experience to AI products, platforms, and system-level UX.

## Skills

- UX & Interaction: user flows, IA, interaction prototyping, wireframes, cross-platform UI, accessibility, user research, usability testing
- 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, AI image generation (Midjourney, DALL-E), AI-assisted scripting and prototyping, Proprietary Game Engines
- Leadership: team direction, mentoring, working across design, engineering, and art teams
- Languages: English, Spanish

## Relevant Experience

### **DESIGN LEAD, UI/UX | 2K GAMES / VISUAL CONCEPTS — NOVATO, CA | 2015 – 2025**

- Led UI/UX direction for the NBA 2K front end, designing how millions of users navigate menus, discover modes, and move through features.
- Built and maintained Figma design systems for multiple teams and platforms. Owned component libraries, documentation, and handoff workflows.
- Used player behavior data to spot bottlenecks, then redesigned 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 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 ShotGrid approvals.
- Built menu cameras and 3D environments in Maya, creating cinematic UI moments integrated directly with engineering.

### **MOTION GRAPHICS & UI ARTIST (2015–2019)**

- Built and animated transitions and interactive screens for the broadcast section of the game.
- Delivered motion pieces and mini-games using Maya and our proprietary engine.

### **3D & MOTION GRAPHICS ARTIST | HECTIC DIGITAL — SAN FRANCISCO, CA | 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