



hasiba.arshad@gmail.com
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Lake Forest, CA

EDUCATION

Simon Fraser University
Bachelor of Science
2010 - 2016

Major in Interactive Arts &
Technology (Design)
Minor in Computing Science

TOOLS

Figma
Adobe Suite
Unity Game Engine

GAMES WORKED ON

Sunderfolk
Wildgate
Lord of the Rings: Heroes of
Middle-Earth
Hearthstone
World of Warcraft
Heroes of the Storm
Red Bull Bike Unchained
Toontales Busytown

INTERESTS

Board gaming
RPGs & story-driven games
K-pop
Pasta

HASIBA ARSHAD

USER EXPERIENCE DESIGNER

INDUSTRY EXPERIENCE

DREAMHAVEN - SECRET DOOR

UX Design Lead - Sunderfolk (2022 - Present)

Designed the game's innovative control scheme where the phone is the controller on console & desktop.

Led UX vision across the game for all features. Mentored teammates on best practices & nurtured a highly collaborative culture.

EA CAPITAL GAMES

Senior Experience Designer - LOTR:HOME (2021 - 2022)

Led a team of 5 UI designers from pre-production to launch. Designed the UX/UI for core combat HUD, equipment, storefront UI, and new game modes.

BLIZZARD ENTERTAINMENT

Designed game UI/UX and web features across 3 different franchises. Created flow diagrams, wireframes, mockups, interactive prototypes, animations, & implemented front-end in Unity.

UX/UI Designer - Hearthstone (2020-2021)

Responsible for end to end UI design of Hearthstone's battle pass, profile, and core progression system in upcoming mode, Mercenaries.

UX/UI Designer - World of Warcraft Web (2019-2020)

Designed announcement site for World of Warcraft: Shadowlands, establishing company-wide visual style guide direction.

Associate UX/UI Designer & Intern - Heroes Web (2016-2019)

Designed player profiles, team profiles, restructured information architecture, and used data to make informed, iterative improvements.

ROADHOUSE INTERACTIVE

UX/UI Designer - Bike Unchained (2014 - 2015)

Responsible for end to end UI design, including wireframes, mockups, & animations. Implemented the game's entire UI in Unity.

LOUD CROW INTERACTIVE

Mobile App Developer - Toontales (2013)

Implemented frontend UI for the game, optimized for tablet/mobile.