



hasiba.arshad@gmail.com  
hasibaarshad.com  
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  
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

Senior UX Designer - 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 core combat, equipment, & storefront systems.

### BLIZZARD ENTERTAINMENT

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

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 Designer - World of Warcraft Web (2019-2020)

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

Associate UX 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 Design Intern - 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 Intern - Toontales (2013)

Implemented story-centric interactions as specified by the designers and developed new tools augmenting existing platform.