

John Stvan

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Great UX is more than just screens ; it is about creating seamless, intuitive experiences that empower players, teams, and businesses. With 15+ years across Bungie, Epic Games, Respawn, and Demiurge, brings expertise in building high-performing teams, crafting scalable UX systems, and solving complex design problems. Thrives in fast-paced environments, guiding teams through major transitions such as the Psyonix-to-Epic integration, navigating uncertainty in contract-driven work at Demiurge, and driving UX innovation including Notion-based workflow tools at Epic. Areas of focus include AI-powered design workflows, UX for productivity tools, and collaboration using Notion, ChatGPT, and Figma.

Summary of Qualifications

- **Strategic UX Leadership:** Built and managed multi discipline design teams across AAA titles and live services while standardizing processes and raising quality bars
- **Systems Thinking:** Designed scalable UX and UI systems for complex products including Fortnite ranked mode, Rocket League free to play, and the Destiny companion ecosystem
- **Operational Excellence:** Introduced workflow and collaboration tooling in Notion to improve project tracking and cross discipline alignment across large design groups
- **Mentorship and Culture:** Coached junior and senior designers, established clear career paths, and reinforced a healthy feedback culture across studios.

Experience

Escape Velocity Entertainment (Remote) October 2025 - Current

UX Design Director / Experience Director

Led the experience direction for EVE’s core gameplay systems by improving combat clarity, strengthening team morale and collaboration, revamping development processes, and helping steer the game toward a more cohesive, readable, and player-focused experience. Worked with game leads and production to establish collaborative and highly effective processes that empowered entire clusters of teams.

- **Vision Clarity:** Led a major HUD and in-game experience overhaul focused on combat clarity, reducing player cognitive load and improving moment-to-moment gameplay readability.
- **Cross-Team Collaboration:** Helped pivot the game’s player experience direction by aligning UX strategy, gameplay communication, and cross-discipline execution around clearer design pillars.
- **Structural Integrity:** Revamped development workflows through structured acceptance criteria, collaborative review practices, and clearer ownership models across UX/UI, VFX, Audio, Gameplay, and Production.
- **Morale Composition:** Improved team morale and creative momentum by creating clearer goals, healthier feedback loops, and a stronger sense of shared ownership during a critical stage of development.
- **Effective Communication:** Partnered with studio leadership to translate high-level creative goals into actionable experience design strategy, improving the cohesion and quality of player-facing systems.

Demiurge Studios - Boston, MA (Remote) April 2024 - August 2025

Director of UX & UI

Directed multiple UX and UI teams for partner studios including Riot and Netflix, aligning delivery with external expectations while strengthening the internal UX discipline.

- **Strategic Direction:** Defined UX vision and execution plans across concurrent projects with external partners, ensuring consistent interaction patterns and design language.
- **Team Structure & Scaling:** Implemented team structures and rituals that clarified ownership, improved communication flow, and accelerated review cycles.
- **Capability Building:** Mentored designers at varied levels, established critique frameworks, and codified best practices for motion and interaction design.
- **Complex Delivery:** Led UX and motion design for a Netflix initiative, balancing shifting leadership inputs with production constraints to land on time and at quality.
- **Process Improvement:** Introduced intake, prioritization, and definition of done checklists that reduced rework and improved partner satisfaction.

Lead UX Designer - Apex Legends

Owned UX delivery for Apex Legends across multiple seasons, including a high visibility anniversary season, while maturing team process and mentorship.

- **Seasonal Feature Ownership:** Guided discovery to ship for multi system features, aligning UX with design, production, and engineering for clean handoffs.
- **Quality & Consistency:** Drove design reviews and usability checks to maintain interaction standards across menus, flows, and live service updates.
- **People Development:** Mentored designers with structured goals, portfolio guidance, and regular feedback to raise individual and team impact.
- **Cross Functional Alignment:** Streamlined ways of working with production and engineering to clarify scope, dependencies, and acceptance criteria.

UX/UI Director - Fortnite, Rocket League, Rocket Racing

Led UX design initiatives across Fortnite and Rocket League while building team structures and workflow tooling for a large group of designers

- **Flagship Mode Delivery:** Directed UX for Fortnite ranked battle royale, defining goals, information hierarchy, and feedback loops for a competitive audience.v
- **Business & Player Impact:** Contributed to Rocket League free to play experience, balancing retention, progression, and monetization considerations.v
- **Org Building:** Mentored and supported more than forty designers across teams with career paths, leveling signals, and clear ownership areas.v
- **Tooling & Workflows:** Built Notion based tracking and collaboration tools that improved visibility, status clarity, and cross discipline coordination.v
- **Design Systems:** Established reusable components and interaction patterns to speed delivery while preserving quality across products.

Director of UX & UI - Rocket League

Led UX and UI during the Psyonix to Epic transition with a focus on scalable systems, team guidance, and consistent player experiences.

- **Transition Stewardship:** Supported integration planning and alignment of UX processes and standards through the studio transition.
- **Systems & Patterns:** Drove component and pattern libraries for menus and flows to reduce design and implementation variance.
- **Partner Collaboration:** Coordinated across production and engineering to land features that respected technical constraints and roadmaps.
- **Coaching & Reviews:** Ran structured critiques and design reviews to maintain quality bars across surfaces and releases.

Senior UX Designer - Destiny, Destiny 2

Key contributor to the Destiny companion app and Destiny 2 systems with a focus on research, prototyping, and player centered design.

- **Companion Ecosystem:** Helped design and evolve the Destiny companion app that set the bar for web and mobile integration in live service games.v
- **Research to Execution:** Used prototyping and player insights to shape flows, information architecture, and usability improvements.
- **In Game Systems:** Drove clarity and readability in high density screens through hierarchy, feedback, and motion principles.
- **Cross Surface Thinking:** Connected out of game and in game experiences to reduce friction and support continuous play.

UX Designer - Halo: Reach, Destiny

Worked on H alo Reach, Destiny, and the Destiny companion app while helping establish foundational UX processes for long term interface design.v

- **Franchise Contributions:** Supported UX across H alo Reach and Destiny with a focus on clarity, discoverability, and player feedback loops.
- **Foundational Process:** Helped establish UX processes and documentation that informed future interface work at the studio.
- **Prototyping:** Advanced rapid prototyping to explore interactions and de risk implementation.