CURRICULUM VITAE

Marc Sodermanns
Diplom Designer I Game Designer

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Personal Details

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Date of Birth: 10.September 1982 in Würselen, Germany
Marital Status: Married

Professional experience

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06/2023 – today

Omeda Studio
Position: Lead UX/UI Designer
Project: Predecessor (PlayStation 5 / Xbox series X|S / PC)
Responsibilities: For the MOBA game Predecessor, which is in live operation (PC, early paid access), I lead and manage the UX UI team. I am also responsible for the operational side of the business, including wireframes and prototyping, information architecture, mockups, engine integration and documentation. Omeda Studio is a start up and still needs support in planning and process optimization, which I give in internal meetings with stakeholders, as well as in the C-level area. A big focus is the porting from PC to next gen consoles. Due to the very close relationship with our players, reasearch, testing, analysis and user interviews are very important tools to ensure the best user experience for Predecessor.

03/2022 – 06/2023

Helsing GmbH
Position: Lead UX/UI and Product Designer
Responsibilities: As a Lead UX/UI and Product Designer, my mission is, in close collaboration with engineers and product managers, to develop designs that maximise and optimise the value of the product, and therefore the user experience. Helsings customers in defence and intelligence need to be able to access information, analyse, plan and eventually decide and act through several different platforms like PCs, integrated systems, tablets and smaller handheld devices in various environments. So, my team and I are responsible for the end-to-end lifecycle ranging from research over high-level design paradigms to visual design, interaction design and implementation. In a fast-paced development process, it is required to switch quickly and seamlessly between the different stages and products. I am iterating on short intervals, exchanging and integrating feedback quickly. To achieve this, I have a lot of ownerships and responsibilities and need to communicate proactively and quickly to drive the progress.

04/2021 – 02/2022

Massive Entertainment - A Ubisoft Studio
Position: Lead UX Designer
Project: Avatar-Frontiers of Pandora (PlayStation 5 / Xbox series X|S / PC / Stadia / Luna)
Responsibilities: As a Lead UX Designer I led and managed the UI/UX Design team, attended leadership meetings and evaluated/reviewed work alongside other stakeholders. I also had a hand in the improvement of workflows within the company, especially between Gameplay Design,

UX, Art and Engineering. Further responsibilities included the creation of style guides, flow charts & information architecture, wire framing, mockups, prototyping and documentation of features. I also worked very closely with the UXR department where we organized testing sessions and evaluate the data and feedback together. I also had a hand in the improvement of workflows within the company, especially between Gameplay Design, UX, Art and Engineering. Further responsibilities included the creation of style guides, flow charts & information architecture, wire framing, mockups, prototyping and documentation of features. I also worked very closely with the UXR department where we organized testing sessions and evaluated the data and feedback together.

01/2019 – 04/2021

Electronic Arts, Criterion Studio
Position: Senior Experience Designer, Manager
Project: Need for Speed Heat (PC, PS4, XBOX One),
Unannounced Need for Speed (PS 5 / Xbox series X|S / PC)
Responsibilities: As a Senior Experience Designer and Manager I was involved in all features of Need for Speed Heat. My main tasks were to lead and manage the UI/UX Design team consisting of 2 Designers, Attend leadership meetings and evaluated/reviewed work alongside other stakeholders.

12/2019 – today

Games Academy™ Berlin
Position: Guest Lecturer
Responsibilities: As a lecturer I teach at the Games Academy in the fields of User Interface, User Experience Design and Art Direction. I also hold workshops for students in Adobe programs such as Photoshop, After Effects and XD. I also give the students the opportunity to take me through their portfolio so that I can professionally critique their work.

03/2009 – today

Creative Pixels
Position: Freelancer - Please see website or Portfolio for references.
Responsibilities: Since 2009 I have been working for various clients in the B2B and B2C sector as a freelancer under the name 'Creative Pixels'. I give consultations in the disciplines of UI/UX, Motion Graphics, Game Design, 2D/3D Animation, Print Design and Web/Screen Design. I have worked for clients in the Automotive, IT & Telecommunications and Healthcare sectors.

01/2018 – 11/2018

Digamore Entertainment GmbH
Position: Senior UI/UX Designer
Project: Football Empire (Mobile - App Store, Google Play)
Responsibilities: I worked as a Senior UI/UX Designer for Digamore Entertainment on a football management strategy mobile game called 'Football Empire'. Being the only UX Designer gave me a lot of responsibility, so I was able to take ownership of the whole development process from initial design to implementation. I worked on features in close collaboration with Game Designers creating wire frames, visualizing ideas, building flow charts and prototypes ready to be handed over to an Artist. I created UI Screens and Animations directly in Unity 3D. We were also taking part in user tests in house and remotely. I was able to a lot of research on other football manager and strategy games as well as a lot of analysis on user feedback and collected data from our Performance teams. Unfortunately, the project was discontinued.

06/2016 – 12/2017

Palmer Hargreaves GmbH
Position: Art Director Digital
Projects: Telekom Park & Joy (App & Website), Ford Online Accessory Catalogue (Website), Henkel OLED JEC Exhibition (Interactive Media), Bayer ISF World Seed Congress (Interactive Media), Ford Seasonal Animation (Motion Design)
Responsibilities: I worked as a Digital Art Director at Palmer Hargreaves GmbH. At the time I was expanding the Digital Creative team. I had a leading role in defining and implementing new digital skills and agile workflows (wire framing, user journeys, prototyping, creative thinking). As part of this role I had the opportunity to take over an upskilling initiative and lead several internal training workshops in Agile Workflows, Digital Creative Skills and Gamification. I was also involved in many large customer projects and presentations for Palmer Hargreaves blue chip clients.

09/2014 – 05/2016

Ubisoft Studio Mainz & Singapore
Position: Technical UI Designer
Projects: Skull and Bones (PC, PS4, Xbox One), Might and Magic Heroes Online (Browser Game)
Responsibilities: I started working for Blue Byte Ubisoft as a Freelancer for their Browser Game 'Might and Magic Heroes Online'. My task was to redesign the Shop System. After my wireframe and prototype concepts where approved I created mockups and implemented the layouts in Adobe Flash (Animate) and Action Script 3. I was then able to collaborate with an Engineer to ensure correct implementation. During the whole process, I was working closely with Game Designers, Artists and Engineers. In 2015 I joined the Team working on 'Skull and Bones' as a Technical UI Designer. As the only Technical UI Designer in the German studio, I worked a lot with the Ubisoft Engine, Anvil. This optimized the workflow and I was able to make improvements for the Artists and Designers. I also worked for a short time overseas in Singapore's Ubisoft Studio. My areas of responsibility were: Menu flows, Option Screen, Controls Configuration Menu, Pause Menu and Ship Customization. For each of those I created Flow Charts and Clickable Prototypes in Balsamiq. Depending on the complexity, I also created some prototypes directly in Anvil and produced Mockups in close collaboration with the Singapore Team. I created PC friendly screens like the Chat Menu and PC Graphics Options. Along the way documenting the UI/UX Flows, Wireframes, Prototypes, Mockups and also lead workshops in Anvil to our support studios.

10/2012 – 11/2014

Funatics Software GmbH
Position: Game Designer/ Interface Designer
Projects: Cultures Online, UFO Online, Panzer General Online, Wickie Online (all Browser games)
Responsibilities: I started working as a Game Designer for Funatics Software and worked on Projects like 'Cultures Online' and 'UFO Online' (Browsergames). As a Game Designer I worked on features like the Task System, Daily Reward, Craft System and Event Systems, New Tutorial System (New Onboarding) – learning through playing the game and achieving goals. I created Design Concepts and Flows for those features and supplied all UI assets myself. I also had the opportunity to train a Junior Game Designer. I was working on the Concept/vision statement and we produced high-fidelity prototypes to test our design ideas directly in Unity. During the development I switched to the UI department because my strengths and main interest were UI and UX Design. While here I worked on projects such as 'Panzer General Online' in close collaboration with 'Ubisoft Studio Düsseldorf' and 'Wickie Online'.

06/2011 – 09/2012	**Capture Media** **Position:** Lead VFX-Artist / Interface Designer **Projects:** Volkswagen Driving Game (interactive Media), John Deere Agritchnica (Interactive Media), SMS Siemag LED animation (Motion Design), Xperia Smart tags (Motion Design), Hella (Interactive Media) **Responsibilities:** As the Lead VFX-Editor and Interface Designer, I lead the Motion Design and 3D Department. I had a hand in creating Motion Graphics and Interface Designs for multiple devices and platforms such as Touch Devices, Touch tables, Websites and Apps on mobile and tablet for major German and international clients.
02/2008 – 06/2009	**Tsunami GmbH** **Position:** Motion Graphics Designer **Projects:** Bericht aus Berlin (Motion Design), NDR Ident (Motion Design), ARD Wahldesign (Motion Design) **Responsibilities:** As a Motion Designer I worked for a postproduction agency called 'Tsunami'. I created a lot of Motion Graphics for broadcasting stations like ARD, ZDF, NDR. Additionally, commercials and trailers for customers such as EMI Music, Deutsche Bahn and Deutsche Telekom. I used Movie cutting tools like Final Cut Pro, Avid, Adobe Premiere Pro and After Effects.
09/2006 – 02/2007	**Grey Worldwide** **Position:** Grafik Designer, internship **Projects:** GlaxoSmithKline, Odol-med3, Chlorhexamed, Duschdas, ThyssenKrupp Steel. **Responsibilities:** During my university studies I worked for the advertising agency 'Grey Worldwide' in Düsseldorf as a Graphic Design intern in the Creation department. My activities were the development of TV and print projects for the clients 'GlaxoSmithKline' (Odol, Odol-med3, Chlorhexamed), Sara Lee (Duschdas) and ThyssenKrupp Steel as well as New Business. During the internship I took part in the creative process: From Brainstorming and Layout Development to the production of print documents and postproduction.

Qualifications

03/2010 – 03/2011	Scholarship for Game Design at the Games Academy in Frankfurt am Main
2003	3-week linguistic Course in Los Angeles, California USA
2001	4-week linguistic course in Fort Lauderdale, Florida USA
2000	3-month Visite in a Public School in Taunton, England

Education

2004 - 2008	Study at Aachen Applied Sciences Visual Communications, Diploma degree
2007	6-months study at RMIT University Melbourne, Australia Game Design, Media Design, Media Cultures und 3D Animation
2002	High School - Integrierte Gesamtschule in Bonn, A-Level

Additional Qualifications and interests

Languages	German - native speaker English - fluent spoken and written Dutch - fluent spoken and written
Computer Skills	Microsoft Office (Word, Excel, Powerpoint, Project) Adobe (Photoshop, Flash, Illustrator, InDesign, Premiere, After Effects, Dreamweaver) Wireframe and Prototype tools (Adobe XD, balsamiq, Figma, Acrobat, Proto.io, Axure) Final Cut Pro, 3D (Maya, 3D Studio Max), Unity3D, Anvil and Frostbite Engine
Hobbies and Interests	PC- and video games, literature, comics, movies, board games and role-playing games, design, sport, art, music, travel, cooking