

Wes Biffar

Senior UX/UI Designer

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EXPERIENCE

Legacy.com — Senior UX Designer

2016 - Present | Burbank, CA

Introduced UX best practices such as wire framing, user flows and prototyping within the design team. Promoted user testing as well as increased accessibility while streamlining user flows and mitigating customer pain points. Presented design recommendations to stakeholders, project managers and developers. Developed and maintained Legacy's first design library of brand standards and patterns, ensuring a consistent customer experience across all products.

AvatarLabs — Associate Creative Director

2014 - 2016 | Encino, CA

Directed and managed teams throughout the creative development of interactive and social projects from initial concept to final launch.

Sony Pictures Interactive — Senior Art Director

2006 - 2014 | Culver City, CA

Created concepts and designs for websites, games, and interactive features for Sony Pictures Film, Television and Home Entertainment Titles. Directly involved in the development and management of the creative department. Led and collaborated with a team of 30 designers, developers, 3D artists, illustrators, copywriters and sound designers on high profile, award-winning titles including; Looper, The Smurfs, Cloudy With A Chance of Meatballs, Zero Dark Thirty, and SonyPictures.com.

Cooking.com — Art Director/Senior Designer

1998 - 2006 | Santa Monica, CA

Lead UX/UI Designer on all product teams. Also responsible for designing the print catalog. Managed and Directed Photographers and Stylists during photo shoots. Attended press-checks to ensure quality of finished product.

EDUCATION

Gnomon School of Visual Effects; Hollywood, CA – 1997

Moorpark City College; Moorpark, CA - 1995

SKILLS

Sketching
User Flows
Wireframes
Rapid Prototyping
Usability Testing
A/B Testing
Design Systems
Responsive Design
Agile/Scrum Ideology
Understanding of the advantages and limitations of HTML/CSS

TOOLS

Sketch
InVision
Framer X
Photoshop
Illustrator
After Effects
Keynote
Hotjar
Whimsical.co
Cinema 4D

AWARDS & RECOGNITION

2013

Pixel Awards Winner
One Show Awards Interactive
Merit Award

2012

Key Art Silver Award Winner
OMMA Awards Finalist
Pixel Awards Winner
The FWA Site of the Day - Shortlist
Webby Awards Honoree

2011

Pixel Awards Winner
The FWA Site of the Day
Webby Awards Honoree
The FWA Site of the Day - Shortlist