

Rory Starks

PRODUCT / UX DESIGNER

SUMMARY

Innovative product and UX designer with over 15 years of experience delivering award-winning digital experiences. Proven success in leading cross-functional teams, creating user-centered designs, and developing procedural content generation systems. Expert in rapid prototyping, front-end development, and game design, with a track record of driving product success through analytics, user research, and prototyping.

EXPERIENCE

Designer

Bricks, Inc. (2024)

- Designed AI-focused chat creation features for a powerful productivity and collaboration app that increased installs 10x.
- Created mockups, user flows, and interactive prototypes to demonstrate key UX concepts.

Design Director and Senior Product Manager of Platform

Brava Home, Inc. / The Middleby Corporation (2017 – 2024)

- Led a post-launch software update that increased sales and boosted the product's net promoter score.
- Designed key features from concept to final assets, leveraging analytics, user research, and rapid prototyping.
- Architected a procedural content generation system that produced over 7,000 new recipe programs in one release.
- Developed device-specific functional prototypes using Figma, Unity, and After Effects to enhance usability and user engagement.

Director of User Experience

Jam City / SGN Games (2015 – 2016)

- Developed a sandbox prototype to streamline gameplay testing for designers and QA.
- Designed the UI for a mobile game, from wireframes to final assets, coordinating with artists and engineers.

Director of User Experience

Kiwi, Inc. (2012 – 2015, 2016 – 2017)

- Built internal tools to enhance asset preparation and build integration, increasing project bandwidth.
- Managed a team of UI artists and designers on-site and remotely, fostering collaboration across teams.

Senior User Interface Designer

Disney Interactive Media Group / Playdom (2009 – 2012)

- Created wireframes, user flows, and prototypes for social games, including the award-winning *Gardens of Time*.
- Helped establish best UX practices across a global portfolio of games, leveraging analytics and user feedback.

EDUCATION

Master of Science in Immersive Mediated Environments

Indiana University (2005 – 2007)

Focus – Game Design and Virtual Worlds

Bachelor of Arts in Telecommunications

Indiana University (2005 – 2007)

Focus – Multimedia / Web Design and TV Production

CONTACT

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SKILLS & KNOWLEDGE

Design Tools

Figma, Photoshop, Illustrator, InDesign, After Effects, Premiere

Front-end Programming

C#, JavaScript, HTML, CSS, PHP, MySQL

Prototyping & Game Development

Unity, GameMaker Studio 2

Collaboration Tools

Coda, Notion, Bricks

ACHIEVEMENTS

U.S. Patent D960188

Brava Oven (2022) Display screen or portion thereof with graphical user interface.

U.S. Patent D916772

Brava Oven (2021) Display screen or portion thereof with graphical user interface

Innovator Award

Brava Oven
SAMCEDA (2019)

Best Cooking Tech

Brava Oven
Parents Magazine (2019)

Best Web Browser Game

Gardens of Time
BAFTA (Nominated in 2012)

Most Popular Game

Gardens of Time
Facebook (2011)

Best Social Game

Gardens of Time
GDC Online (2011)

RELEASED WORKS

Bricks (2024)
Brava Smart Oven (2018)
Joyride (2016)
Ballistics (2015)
Age of Espers (2014)
AdLooper (2014)
Enemy Lines (2013)
Mystery Estate (2013)
Shipwrecked (2012)
Disney Animal Kingdom (2012)
Gardens of Time (2011)
Wild Ones (2009)
City of Wonder (2010)