

Rory Starks

PRODUCT / UX DESIGNER

EXPERIENCE

Design Director and Senior Product Manager of Platform

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

- Responsible for a significant post-launch software update to a next-gen appliance, which increased sales and boosted the product's net promoter score.
- Designed several successful features from initial concepts to final assets utilizing analytics, user research, and rapid prototyping.
- Architected the device's procedural content generation system with culinary, engineering, and QA teams, which yielded an increase in over 7,000 new recipe programs in a single release.
- Focused heavily on device-specific functional prototypes using Figma, Unity, and After Effects.

Director of UI / UX

Joyride (2016 – 2017)

- Created wireframes, mockups, and prototypes for a multi-user mobile video chat app.
- Brainstormed and playtested various video chat mini-games utilizing voice recognition and face tracking.
- Authored motion graphics and rapid prototypes in Xcode/Objective C.

Director of User Experience

Jam City / SGN Games (2015 – 2016)

- Made gameplay testing easier for game designers and QA by developing a sandbox prototype along with a software engineer.
- Designed the UI for a mobile game, starting from wireframes and moving into mockups and final assets.
- Developed in-game assets and UI components with a team of artists and engineers.

Director of User Experience

Kiwi, Inc. (2012 – 2015)

- Developed several internal tools to assist with asset preparation and build integration, all of which were critical to increasing our project bandwidth.
- Enabled artists and designers to create content directly in-engine through the continued development of internal tools with the engineering team.
- Created wireframes, mockups, and final UI art for dozens of mobile games.
- Managed a team of UI artists and designers both on-site and remotely.

Senior UI Designer

Disney Interactive Media Group / Playdom (2009 – 2012)

- Produced wireframes, user flows, and prototype interfaces for several web-based social games.
- Helped define the look and feel of the award-winning online game Gardens of Time.
- Drove the adoption of best user experience practices with other design leads for an extensive, global portfolio of games.
- Researched, designed, and prototyped several successful features based on analytics, live playtesting, and user feedback surveys.

EDUCATION

Master of Science in Immersive Mediated Environments (MIME)

Indiana University (2005 – 2007)

Game Design and Virtual Worlds

Bachelor of Arts in Telecommunications

Indiana University (2005 – 2007)

Multimedia / Web Design and TV Production

CONTACT

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SKILLS & KNOWLEDGE

Product & UX Design

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

Front-end Programming

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

Rapid Prototyping and Game Development

Unity, GameMaker Studio 2

RELEASED WORKS

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)

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)