

# Dave Marsee

(425) 306-6057

[dmarsee@mac.com](mailto:dmarsee@mac.com)

<http://dmarsee.carbonmade.com>

## SKILLS & ACCOMPLISHMENTS

**Team management:** Mentorship and rapport-building with multidisciplinary teams.

**UX design:** I guide software from concept to launch with over 16 years of passionate user-centered experience across UX disciplines. From *strategy* through *execution*.

**Million-Dollar ROI** through award-winning information architecture:

User Research & Personas, Flow & Site Maps, Wire-frames, Prototypes, Visual and Motion Design, Agile Development, and Usability Studies.

**Industry Diversity:** Entertainment, Games, Fashion, Tech, Mobility, E-commerce, Education, Heavy Machinery, Insurance, Sports Apparel, and many more.

**Shipped award-winning, top-selling video games** across Tablet & Mobile (iOS & Android); Game Consoles (Xbox One, PlayStation 3, Xbox 360); PC (Windows).

## EXPERIENCE

### Wizards of the Coast

#### Senior UX Designer & Game Designer

Renton, WA; Oct. 2009 - Oct. 2015, July 2016 - Current

Oversaw UX for two top-selling “*Magic*” games on PC, Xbox, tablets, & mobile. Led content design teams, including single-player campaigns and level design. Invented a breakthrough new-player experience, bringing first-hour understanding of game rules from 20% to 90% of players. Managed agile coding environment, and prioritized development efforts.

Led multidisciplinary design & research teams, lobbied for new product pitches, and led researching & competitive analysis. Collaborated with overseas & local teams in Dev, Quality, PM, and Business departments. Designed multiple websites for “*Dungeons & Dragons*” and “*Magic: The Gathering*.”

*Awards:* iOS App Store: Editor’s Choice (2014, 2015); Game Informer: Silver Award

### Infosys

#### Principal – Enterprise Applications

Bellevue, WA; Oct. 2015 - July 2016

Managed on-site and off-shore design & development teams. Consulted with clients on mobile (iOS/Android), tablet, web, and native apps. Reconcile needs of business teams & users. Presented User Stories and Journeys to VPs and C-level officers. Designed site maps, wireframes, & style guides. Wrote & conduct usability studies. Analyzed different wireframing/prototyping tools for UX teams, including Sketch, InVision, Axure, and others. Used Sketch primarily for prototypes & presentations.

*Projects include:* Caterpillar: UX & Visual Style Guide for mobile app suite (iOS & Android)

District of Columbia: First-of-its-kind online application process for all District-level social services

Allstate: Overhaul online software for quoting and binding Insurance policies (Auto & Homeowners)

### Nordstrom

#### Senior Graphic Designer

Seattle, WA; Apr. 2009 - Oct. 2009\*

Redesigned the e-commerce website, including product page, reviews, search, sorting/filtering, & search results. Collaborated with front-end developers, artists, & research team to ensure usability.

*New Features Implemented:* size/color availability preview, customer reviews, cross-selling, and more.

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## EXPERIENCE (continued)

### T-Mobile

#### Senior Graphic Designer

Bellevue, WA; Dec. 2008 - Apr. 2009\*

Re-organized the e-commerce site from a device-centric user journey, into a holistic approach: “device plus coverage plus features” in a simple flow. Designed new visual elements for the entire site, including: home pages, ads, product shots, and presentation concepts for holistic brand look.

### AT&T

#### Information Architect

Bothell, WA; Sep. 2008 - Dec. 2008\*

Took a complex, off-the-shelf user reviews software and redesigned it for ease-of-use and clarity for both product reviewers and shoppers. Wrote robust documentation (maps, flows, wireframes, etc.) for onsite and overseas developers.

### SynapticMash

#### Art Director

Seattle, WA; Dec. 2007 - Sept. 2008

Managed the company’s creative team, including a marketing designer, a UI designer, and illustrator, and a 3D animator. Designed corporate identity: branding, marketing collateral, & two websites. Working closely with developers, end-users, clients, and top management, I designed the user experience for a social-network-style learning management system for school districts (students, parents, teachers, and administration). Company was successfully acquired, and the underlying design structure is still in use.

### Giant Campus

#### Art Director

Seattle, WA; Aug. 2007 - Dec. 2007\*

Managed and art-directed a team of five designers. Created e-learning software and curriculum covering high school and popular technology topics for young people, including game design, photography, development, and robotics. Redesigned the corporate web site. Oversaw the implementation of a Windows Phone training kiosk for Microsoft Philippines: “One Follow Me.”

### Harry & David

#### Senior Graphic Designer – Web

Medford, OR; Oct. 2004 - Jun 2007

Art-directed & designed a variety of e-commerce and marketing projects to promote Harry & David and Jackson & Perkins brands, including e-mails, homepage design, and site navigation. Color-corrected thousands of images so they would look correct when arriving in homes.

*Successes:* “[Giftlist](#).” Purchase flow redesign increased sales by 57% – \$3.8 million over projections.

*[Multichannel Merchant](#):* Gold award: 2005, 2006.

Over a dozen e-mail campaigns that earned over \$1 million.

### Coldwater Creek

#### Graphic Designer

Sandpoint, ID; May 2002 - Sep. 2004

*Retail:* Designed signage in collaboration with merchandizers for hundreds of retail locations. I contributed on way finding, point-of-sale, advertising, photography, copywriting, logo design, and branding. Signage increased retail foot traffic over 20% for five consecutive quarters.

*E-commerce:* Developed a unified site design for the online outlet stores, to match retail style.

*Print:* Produced unique catalogs, magazine and newspaper ads, and two Annual Reports.

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## EXPERIENCE (continued)

### Apple

#### Project / Traffic Manager

Cupertino, CA; Jun 2001 - Dec. 2001\*

Created and managed new design and production processes for all signage & marketing material for retail stores. Translated business requirements into art & copy direction. Coordinated stakeholders, designers, copywriters, and production teams.

*Successes:* Launched iPod, Mac OS X, & iMac G4.

Created new design templates under tight deadlines, which remained in practice long into the future.

### Creative Labs

#### Graphic Designer

Milpitas, CA; Aug. 2000 - Apr. 2001

Art directed 3 major brand sites and 12 mini-product sites. Designed user experience and brand identity for portable devices and PC components. Designed logos, packaging, ads, & print collateral.

*Successes:* Maximized click-through rates for online advertising, setting company records.

Launched the Nomad Jukebox digital audio player & the long-lived Sound Blaster Audigy brand.

### Allsop

#### Graphic Assistant

Bellingham, WA; Oct. 1999 - Mar. 2000

Produced packaging for computer accessories and consumer electronics — including USB hubs, PDA cases, and keyboard drawers.

*Success:* Mouse pad was #1 in sales worldwide.

### \*Freelance / Contract Positions

#### Graphic Designer

Intel; Adidas; Siemens; Acuson

## EDUCATION

Bachelor of Fine Arts, Graphic Design

Western Washington University; 2000

## SOFTWARE SKILLS

**UX Tools:** Axure, Sketch, OmniGraffle, Balsamiq, UXPin, Gliffy, Visio

**Adobe:** Photoshop, Illustrator, InDesign, Flash

**Microsoft Office:** Word, Excel, PowerPoint, Outlook

## ASSOCIATIONS / AWARDS

**iOS App Store Editor's Choice:** *Duels of the Planeswalkers 2015, Magic Duels*

**Game Informer Silver award:** *Duels of the Planeswalkers 2015*

**Multichannel Merchant Gold Award:** *harryanddavid.com: 2005, 2006*

**Boy Scouts of America:** *Eagle Scout*

**Full-time volunteer service:** Aug. 95 – Aug. 97