

David Doran-Marshall

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◎ Experience Designer and Project Manager

I am a multidisciplinary designer with a background in immersive videogame products and app development. I employ a user-centric design process and enjoy working with cross-functional teams to solve problems through analysis, user research, and design exploration.

Outside of work, I prize time spent learning about new technologies, and how users will interact with them. An area that interests me most is the convergence of communication, visualization, and simulation technology.

With 18+ years of experience planning, designing, developing and shipping products, I bring an open and analytical mindset to the development process. I thrive when I can help the team see the big picture as well as discover solutions to the nitty gritty details.

◎ Expertise

Skills

- **UX research:** Usability analysis, empathy, active listening, personas, information architecture
- **UI and Interaction Design:** wireframes, sketching, ideation, prototyping, responsive mobile apps and websites, animation, color theory
- **SCRUM / Agile Methodology:** Project scoping and tracking
- **Product Planning and Strategy:** Competitor Analysis, Gap Analysis
- **Game Design and Development:** metaverse/virtualworlds, systems design, game ux, level design, cinematic animation, scripting, shaders and material pipelines, lighting and vfx
- **Spatial Computing:** VR, AR, MR Design, 3d interaction design, up to date with current tech.

Tools

- Sketch, AdobeXD, Figma, Axure, Balsamiq Mockups
- Adobe Creative Suite, Substance 3d
- 3dsMax, Unity3d, Unreal Engine
- Word, Excel, Powerpoint, Keynote
- Oculus, Vive, Leap Motion, ARKit
- Git, Perforce, SVN
- Google Analytics, Knowledge of SQL
- JIRA, TeamWorkPM, Slack, Trello
- Understanding of C#, HTML5, CSS, JS, C, and PHP
- Xcode, AppStoreConnect, GooglePlay

◉ Work Experience

2013 - Present
Dallas, TX



Product Designer | Egowall

At Egowall, I guide design, lead external creative projects, and collaborate with our multi disciplinary team, to deliver digital products across the software development life cycle.

- Lead a 6 month redesign effort on key usability features of the product which cut down on repetitive tasks by 75%, and lead to further capital investment.
- Manage and direct outsourced projects with external vendors such as freelancers and branding companies. Negotiated optimal pricing and delivered timely output.
- Game design, documentation, wireframing, storyboarding, and prototyping for mobile and web-based digital products using Sketch, AdobeXD, Photoshop, Unity

2008-2013
Dallas, TX



Lead Designer | Controlled Chaos Media

Shaped my day-to-day role between Lead Designer & Project Manager hats in a fast paced startup. Seized opportunities for clients using realtime videogame technology, such as AR.

- Conceived, planned, and deployed product strategy and UX, resulting in hundreds of thousands of dollars in revenue.
- Designed game interfaces and experiences, planned, iterated upon, and shipped multiple iOS and PC titles.
- Drafted and pitched RFP's to publishers, met with clients to review design, deliverables and manage project timelines.

2005-2008
Dallas, TX



Level Designer I/II | Atari / THQ / Paradigm Entertainment

As a level designer I researched, pitched, designed, developed, and iterated upon interactive game content for AAA, handheld, and console video games. I managed a team that delivered all finalized level design content in the product, and created detailed design systems and documentation for key gameplay elements.

- Directed an internal team of 5 designers responsible for polishing design implementations of 90 distinct videogame level experiences to provide consistent quality.
- Utilized user research for validation and feedback throughout the development process. Collaborated across disciplines to discover creative and timely solutions.
- Developed content with various tools including: Maya, Adobe Illustrator, and in-house engines.

2004-2005
Plano, TX



Technical QA Tester | Gearbox Software

Part of a technical testing group within Gearbox Software, in charge of testing and identifying solutions to problems on a product for Xbox, Playstation 2, and PC

- Tested game and analyzed issues using detailed test plans developed in coordination with Producer, Designers, and QA Team
- Tracked and fixed bugs using internal tools, and Unreal Engine.
- Collaborated closely with engineers to aid in creation of internal proprietary tools.

◉ Education

2004-2005
Plano, TX



The Guildhall at SMU

Interactive Digital Technology with a focus in Design

1997-2001
Sherman, TX



Austin College

Bachelors of Fine Arts