

UPDATED JULY 2026

SIERRA LORENZINI.

SENIOR DESIGNER / FRONTEND IMPLEMENTER

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London, UK

CAREER OBJECTIVE

Seven years in games have taught me to balance ease and friction – elegant solutions to complex experiences that are both fun and functional. I am happiest learning: a new engine, or implementing my own designs. My goal is impactful products that combine art with technology, alongside people who challenge me.

CORE COMPETENCIES

CREATIVE PROBLEM SOLVING

ART ↔ TECH COMMUNICATION

IN-ENGINE IMPLEMENTATION

ADAPTABILITY

QUICK LEARNER

01 ■ PROFESSIONAL EXPERIENCE

FENRIS CREATIONS — SENIOR UI/UX DESIGNER

LONDON, UK · MAR 2025 — CURRENT

EVE: VANGUARD

- Create UI/UX widgets and systems from scratch in Unreal Engine, including complex UI Materials in-engine.
- Helped design and implement player onboarding and tutorial systems.
- Acting second-in-command lead — responsible for the team when our lead is away.

MAVERICK GAMES — SENIOR UX DESIGNER

REMOTE / WARWICK, UK · AUG 2024 — FEB 2025

CLUTCH

- Used my experience in multi-disciplinary teams to solve the complex problems that come with a new title.
- Created interactive prototypes both in Figma and in engine.
- Assisted with design documentation: briefs, information architecture, control schemes, accessibility planning.

PLAYSTATION LONDON STUDIO — SENIOR UX DESIGNER

LONDON, UK · OCT 2022 — MAY 2024

- **Founded the UX department** and brought player-centric design to the studio.
- Worked across all disciplines — in particular UI Art and Design — on a new co-op PvE combat game.
- Helped run studio-wide playtests: built surveys, analysed quantitative and qualitative data.
- Implemented UI and other game systems directly in engine — both Unreal and the studio's Soho engine.
- Started monthly PlayStation Studios UI/UX meetings to encourage cross-studio collaboration.

TURN 10 STUDIOS — UX DESIGNER

REDMOND, WA · AUG 2019 — AUG 2022

FORZA MOTORSPORT — BEST SPORTS/RACING, TGA 2023

- Lead UX Designer for the single-player experience, supporting multiplayer, live and free play modes.
- Helped design and implement the accessibility features that won **Innovation in Accessibility, TGA 2023**.
- Advocated player-centred development and user research — from formal Xbox UR studies to low-cost in-studio testing.
- Diversity & Inclusion team member; Xbox Game Studios UI/UX summit lead.

MICROSOFT STUDIOS — UX / GAME DESIGN INTERN

REDMOND, WA · SUMMERS 2017 & 2018

- **2018:** Lead UX designer for an unannounced Global Publishing title — item production, marketplace and trading; HUD style guide and a multiplayer lobby element for Forza Motorsport 7; a new landing page for Age of Empires II.
- **2017:** Wireframes and UI flows for Crackdown 3 (including a new button style), Killer Instinct, Age of Empires and ReCore; store art, 4K art updates and Age of Empires Definitive Edition CD/LP art.

02 ■ EDUCATION

DUKE UNIVERSITY — BA VISUAL & MEDIA STUDIES

DURHAM, NC · MAY 2019

Certificate in Information Science & Studies · Minor in Computer Science · GPA 3.7 / 4.0

03 ■ HONORS & AWARDS

MICROSOFT HACKATHON WINNER — LEAD DESIGNER

REDMOND, WA · AUG 2020

Lead designer on "Hack for Justice". Presented to Kevin Scott (CTO) and Kathleen Hogan (EVP HR/CPO) — who liked it enough that a dedicated team was created to build the product.

VISUAL & MEDIA STUDIES AWARD FOR OUTSTANDING THESES

DURHAM, NC · MAY 2019

For "Fair Haired: Considering Blonde Women in Film and Advertising."

CHESTER P. MIDDLESWORTH AWARD

DURHAM, NC · MAY 2019

One of two given annually for research using primary sources from Duke's Rubenstein Rare Books Library — also for "Fair Haired."

04 ■ ADDITIONAL SKILLS

AI-ASSISTED DESIGN & CODING	UNREAL ENGINE	BESPOKE ENGINES	FIGMA	SKETCH	ADOBE XD
CREATIVE SUITE	HTML / CSS	PYTHON	JAVA	MAYA & 3D PRINTING	MAC & WINDOWS