

UPDATED APRIL 2026

SIERRA LORENZINI.

Senior Designer/Frontend Implementer

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London, UK

CAREER OBJECTIVE

I am a highly motivated designer whose seven years in games have taught me to strike the balance between ease and friction — crafting elegant solutions to complex experiences that are both fun and functional. I am happiest when I am learning, whether that means picking up a new engine or implementing my own designs, and I love problems that demand both my creative and technical sides. My goal is to make impactful products that combine art with technology in novel ways, alongside intelligent people who challenge me to be at my best.

CORE COMPETENCIES

CREATIVE SOLUTIONS TO CHALLENGING PROBLEMS

CROSS-DISCIPLINARY COMMUNICATION — ART ↔ TECH

TECHNICAL SKILLSET / IN-ENGINE IMPLEMENTATION

ADAPTABILITY

QUICK LEARNER

01 PROFESSIONAL EXPERIENCE

FENRIS CREATIONS — Senior UI/UX Designer

LONDON, UK · MAR 2025 — CURRENT

- Working on **Eve: Vanguard**, a first-person adventure-shooter set in the world of Eve Online.
- 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

- Worked on **Clutch**, an open-world driving game.
- Utilized 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, and accessibility planning.

PLAYSTATION LONDON STUDIO — Senior UX Designer

LONDON, UK · OCT 2022 — MAY 2024

- **Founded the UX department** and brought UX principles and player-centric design to the studio.
- Worked across all disciplines (in particular UI Art and Design) to create fun, accessible experiences for a new co-op PvE combat game.
- Helped run studio-wide playtests — creating surveys and analyzing quantitative and qualitative data.
- Created and maintained clear design documentation; prototyped in Adobe XD/Figma to test and iterate quickly.
- Directly implemented UI and other game systems in engine: both Unreal and the studio's Soho engine.
- Encouraged cross-studio collaboration by creating monthly PlayStation Studios UI/UX meetings.

TURN 10 STUDIOS — UX Designer

REDMOND, WA · AUG 2019 — AUG 2022

- Worked with the cross-disciplinary **Forza Motorsport** team on the next set of player experiences for the new title — winner of **Best Sports/Racing at The Game Awards 2023**.
- Acted as lead UX Designer for the single-player experience, while supporting multiplayer, live, and free play modes.
- Helped design and implement accessibility features that helped the game win **Innovation in Accessibility at The Game Awards 2023**.
- Advocated for player-centered development and user research as the basis for design and testing — from formal Xbox UR studies to quick, low-cost in-studio testing.
- Diversity & Inclusion team member; as Xbox Game Studios UI/UX summit lead, planned high-quality summits and fostered communication between studios.

MICROSOFT STUDIOS — UX / Game Design Intern

REDMOND, WA · SUMMERS 2017 & 2018

2018 — GLOBAL PUBLISHING & TURN 10 STUDIOS

- Lead UX designer for an unannounced title at Global Publishing — item production, marketplace, and player trading systems.
- With Turn 10 on Forza Motorsport 7: developed a style guide for updated HUD elements and designed a new HUD element for multiplayer lobbies.
- Designed a new landing page for Age of Empires II.

2017 — GLOBAL PUBLISHING

- Reporting to a Senior UX Designer, worked on Crackdown 3, Killer Instinct, Age of Empires, and ReCore.
- Created wireframes for in-game and navigational elements for Crackdown 3, including a new button style; built UI flows in Visio.
- Developed visual assets for Windows Store and Steam, updated 1080p art for 4K, and designed CD/LP art for Age of Empires Definitive Edition (Photoshop, Illustrator, Premiere, AfterEffects).

02 EDUCATION

DUKE UNIVERSITY — BA Visual & Media Studies

DURHAM, NC · GRADUATED MAY 2019

- Certificate in Information Science and 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 the "Hack for Justice" hack. Presented to Kevin Scott (CTO) and Kathleen Hogan (EVP HR/CPO) — who liked it so much a dedicated team was created to build the product.

VISUAL & MEDIA STUDIES AWARD FOR OUTSTANDING THESES

DURHAM, NC · MAY 2019

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

CHESTER P. MIDDLESWORTH AWARD

DURHAM, NC · MAY 2019

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

04 ADDITIONAL SKILLS

AI-ASSISTED DESIGN & CODING

UNREAL ENGINE

BESPOKE GAME ENGINES

FIGMA

SKETCH

ADOBE XD

ADOBE CREATIVE SUITE

MICROSOFT OFFICE

HTML/CSS

PYTHON

JAVA

C

MAYA & 3D PRINTING

MAC & WINDOWS