

Thomas Heim Rojas

Agua Santa 658, Viña del Mar • Valparaíso, Chile • thomasheimdesign@gmail.com • +56 9 67062967
• www.thomasheimdesign.com

Education

University of Valparaíso

BA in Design

Valparaíso, Chile

June 2019

Thesis: Game-based system for increase in cystic fibrosis adherence in pediatric patients

Academic Excellence award, Best of Generation award

Work Experience

Joyride Games

Remote

UX/UI Designer

June, 2023 – April 2024

- Revitalized the visual design of their flagship mobile game's UI to match the current market.
- Designed UI components for new gameplay features such as battle passes and new game modes.
- Optimized the game's FTUE flow, reducing player dropoff during the early stages of the game by 33%
- Overhauled the design system of the game to facilitate usability and communication between design and engineering teams.

Seismic Squirrel

Remote

UX/UI Designer - UX/UI Consultant

October 2022 – December 2023

- Conducted user research, heuristic evaluations and usability test, to update the target user information and profile; in order to adjust to the new direction for the more recent iterations.
- Established the UX foundation and goals for the gameplay and systems of the latest iterations of the product.
- Assisted with the transition of the project to a 3rd party studio, helping the new teams adjust to the established UX and UI guidelines.

Osmo Chile

Santiago, Chile

UX/UI Designer

November 2020 – September 2022

- Designed the UX and UI of 3 different mobile game products, ranging from supporting other designers to owning the full UX/UI Design process on my own, adapting to different genres and styles.
- Handled conceptualization, flow and layout design, ui Asset creation, mockups, motion design, implementation in engine and optimization in collaboration with the art and engineering teams.
- Spearheaded the UX/UI improvements that took one of our products from being the bottom 3 NPS scoring games into the top 3 NPS score, and best seller of their series.

Leadership & Activities

Entropy Unit

Santiago, Chile

UX Lead

April 2024 – Current

- Established the ux/ui pipeline for the development of new features and components for an independent RPG currently under development.
- Developed a style guide together with the art director including layout design, visual guidelines, typography and iconography design.
- Worked with engineers to implement designs into UMG.

Skills & Interests

Technical: Design Thinking, Prototyping, Motion graphics, iconography

Software: Unity (Advanced), Figma (Advanced), Unreal UMG (Proficient), Adobe Suite -Photoshop, Illustrator, After Effects, Adobe XD- (Advanced), GitHub (Proficient)

Language: Spanish (Native), English (writing/speaking - Fluent)