

# JAIME FRAINA

UX DESIGNER/ PRODUCT MANAGER

## PROFILE

I'm Jaime Fraina, the founder of Giant Fox Studios, an indie game and web development studio. I have several years of experience working as the Senior UX Designer on dozens of web, mobile and gaming experiences at larger studios. I've worked with brands such as Hasbro, WotC, Microsoft, The U.S. Army, USPS, Verizon, and many more. I always have data to back up design decisions and empathize with users during every step in the user journey to increase user satisfaction and business KPIs.

## TOOLS

Sketch	
Principle	
Confluence	
Photoshop	
Unity3D	
JIRA	
Trello	
InDesign	

## EDUCATION

Champlain College, 2006 - 2010

Bachelor's Degree in Interactive Media Development, with a specialization in Game Design.

## CONTACT

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## WORK EXPERIENCE

### Founder/ Product Manager at Giant Fox Studios

2011 - Present

I started Giant Fox Studios in 2011 after getting some freelance Flash game development work lined up for myself and friends. Since then, we've grown enough to have over 200 shipped games/apps. My role consists of working with clients, conducting user research, creating design documents and prototypes, managing the team to stay on schedule, and running play-tests or usability tests. After release, I investigate analytics to see how users are behaving and conduct longitudinal studies to understand their behavior. Our web games have over 40 million plays total and some of our mobile games have made it into the Top 10 on the iOS App Store multiple times.

### Senior UX Designer at Backflip Studios

2019

As the first UX hire, I expanded the team's knowledge of user-centric design by mentoring some of the UI Artists on UX best practices. I led a UX/UI overhaul of Hoops Clash, a F2P PVP mobile game that wasn't performing well in soft launch. The redesign included changes to the meta-systems, first time user experience, core gameplay loop and other features that increased D1 and D7 retention KPIs. I conducted usability tests on mockup prototypes to validate designs before finalizing documentation for the dev team to implement. I also audited/redesigned the UX for a live-ops event in DragonVale and developed personas, conducted user interviews, and designed user flows for an unreleased game with a large Hasbro IP.

### Senior UX Designer at MRM//McCann

2016 - 2018

I designed user flows, information architectures, high-fidelity wireframes, prototypes, and functionality specs for digital experiences which I then validated through user-testing. The types of projects I worked on included campaign landing pages, full website redesigns, VR apps, interactive articles, real-world experiences, pitches, and more. My main clients at MRM included Microsoft, The U.S. Army, USPS, and Verizon.

### Producer at High 5 Games

2013 - 2014

I managed a team of nine artists and nine sound designers to create assets for up to nine slot games each month. I led the UX design and production of High 5's Video Poker mobile app from pre-production to release. I used JIRA, Confluence, Microsoft Excel, and VBA to create tools that optimized team efficiency to produce significantly more games than the previous year.

### Lead Game Designer / Product Manager at Bored.com

2011 - 2013

I designed casual web/mobile games, managed remote teams to release one game every week, negotiated deals with developers, and managed our social media pages. I helped grow our traffic to one million impressions/day. When the company moved to Dubai, UAE, I hired and managed the entire internal game development team. I used Unity3D, AIR, and Flash to code games which now have over 20 million plays.

## PROJECTS

### Games

DragonVale  
Hoops Clash  
Toadled  
Swing Striker

### Web

MSK Cancer Research  
USPIS  
Zero to Zika  
Windows 10 CLE

### Apps

In Our Boots VR  
Mastercard Masterpass  
Fire Safety Visits  
Skill Stamp