

ANNA WIKSTRÖM

Senior Game UX Designer with 9+ years in AAA development, leading UX across gameplay systems, onboarding, and live features. Experienced owning end-to-end player experiences, shaping UX strategy, and driving cross-discipline collaboration to deliver high-quality, player-focused results.

IO Interactive / Amazon / Brighton, England - 007: First Light

SENIOR UX DESIGNER 2025/11 - 2026/05 - 6 months Contract

- Owned UX for gameplay features, contributing to experience vision, aligning stakeholders, and driving delivery from concept to implementation
- Improved onboarding and tutorial clarity, reducing friction in early player experience through iteration and playtesting
- Owned UX direction for input and navigation (keyboard/mouse), ensuring consistency and good usability across gameplay and menus.

Hangar 13, 2K / Brighton, England - Mafia: The Old Country

SENIOR UX DESIGNER 2024/01 - 2025/10 - 1.5 years

- Owned UX across core gameplay systems (menus, HUD, input, accessibility), defining interaction patterns and ensuring consistency across player touchpoints and UI communication.
- Post-launch "Free Ride" design, expanding player engagement through new challenges, features and owned the Photo Mode design.
- Partnered with UI Engineering to define scalable UX designs and ensure high-quality implementation across the product.
- Wrote and implemented Tutorial texts in Unreal.

Creative Assembly, Sega / Horsham, England - Hyenas

SENIOR UX DESIGNER 2023/04 - 2023/12 - 9 months (Total 4 years)

UX DESIGNER 2019/08-2023/04 / 3.5 years

- Defined UX foundations for a new AAA IP, established core interaction patterns across gameplay and social systems.
- Drove UX direction for frontend to gameplay features, including menus, FTUE, gameplay events, and multiplayer systems.
- Led UX planning across Alpha/Beta phases, translating player feedback and telemetry into design improvements.
- Strengthened cross-discipline UX collaboration, improving alignment between design, engineering, and production.
- Established design principles for Accessibility, and provided the Settings list with priorities to meet partner requirements.

DICE, EA / Stockholm, Sweden - Battlefield V

UX DESIGNER 2017/05-2018/09 - 6 months, Consultant

- Supported the development of the Story mode gameplay, frontend design, onboarding Levels, playtesting and feedback.
- UX Designer for a Co-op game mode with unique gameplay and goals.

DICE, EA / Stockholm, Sweden - Star Wars Battlefront 2

UX DESIGNER 2016/04-2017/04 - 1 year, Consultant

- Drove UX improvements and new designs in core areas up until launch.
- Contributed to GAAS feature design and iteration during live service.
- UX owner of 3 additional game modes for the live service.
- Fostered collaboration between multiple roles and skills in a large team of 300+ people for launch and a smaller team of 50 to support GAAS after launch that gained back player support and trust.

SENIOR GAME UX DESIGNER

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Key achievements

- Owned UX areas for two AAA titles (007: First Light, Mafia: The Old Country), shaping core player experience from concept to launch.
- Defined and implemented scalable accessibility systems adopted across multiple gameplay features.
- Established UX direction for onboarding and gameplay systems, improving clarity and player progression in early game experience.



UX Leadership & Strategy

Feature Ownership

UX Direction for Gameplay Systems

Player-Centric Design & Behavioral Design

Stakeholder Alignment

Collaboration across multidisciplinary teams (50+)

Experience working within 300+ person AAA productions



Execution

Interaction & UI Design

Prototyping (Figma)

Tutorial & UX Writing (Unreal)

Cross-discipline alignment (Design, Engineering, Art, Production)

Player Research & Feedback Integration

FTUE, Onboarding & Tutorial design

Establish design consistency across teams

Playtest - Feedback Collection & Analysis



Publications

CREATOR OF:

Website: learngameuxdesign.com

UX Newsletter: [Quest for UX](#)

SPEAKER AT: GAME GROUNDS BERLIN

About UX in games, November 2025

YOUTUBE VIDEO: [INTRO TO UI/UX IN GAMES](#)

For Creative Assembly's YouTube channel



Education

'MOBILE CREATIVE' - UI/UX/PRODUCT DESIGN
HYPER ISLAND - Stockholm, Sweden

'PHOTO DIGITAL IMAGE' - PHOTO & RETOUCHING
BROBY GRAFISKA - Sunne, Sweden