UX DESIGNER

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WORK SKILLS

- Game UX Design
- Ul Design (Layouts, icons, fonts, colors)
- Wireframes & Mockups
- Accessability in Design & Settings
- Player Research & Feedback
- Onboarding Design
- Frontend Menu Structure & Layouts
- MVP Mindset & Planning
- Feature Owner
- Feedback Collection & Analysis
- Psychology of UX, Behaviours & Games
- Social Systems for Multiplayer
- UX Writing & Implementation in Unreal



POWER SKILLS

- Clear Communication skills
- Collaboration with multidisciplinary teams
- Public Speaking
- Creative Problem Solving
- Making the complicated simple
- Staying calm in stressful situations
- Lean & Agile project planning
- Leading Workshops & Brainstorming



EXTRA

CREATOR AND WRITER OF UX TEACHINGS

www.learngameuxdesign.com & Newsletter Quest for UX

SPEAKER AT: GAME GROUNDS BERLIN November 2025

YOUTUBE VIDEO - 'INTRO TO UI/UX'

For Creative Assemblys YouTube channel

ARTICLES ON 'MEDIUM'

I write articles about UX Design, Game Design, Design Book Reviews and Game UX learnings.



EDUCATION

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

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

ANNA WIKSTRÖM

I'm driven to create clear feedback & communication across games, so players can focus on having fun instead of being confused or frustrated. I have the skills to shape games and experiences that hooks players in and playing for longer.

SENIOR UX DESIGNER 2025/11 - CURRENTLY EMPLOYED

10 Interactive / Brighton, England - 007: First Light

- Improving the UX of the singleplayer 3rd perosn game before the realease of 27th March 2026.
- Working on the HUD, onboarding, tutorials, accessability, game menus, store page and design documentation.

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

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

- Built the UX/UI design over 1.5 years and shipped Mafia: The Old Country, a single-player story driven game.
- Designed extended 'Free Ride' content after launch with additional types of Challenges, features and a Photo mode.
- Owned the UX Design for the Pause Menus, Accessibility, Button mappings for both Controller and Keyboard/Mouse, HUD, in-game gameplay elements, features & mini-games.
- Collaborated closely with UI Engineers across studios to design, create and implement Tutorial texts in Unreal.

SENIOR UX DESIGNER 2023/04 - 2023/12 - 9 months **UX DESIGNER** 2019/08-2023/04 / 3.5 years

Creative Assembly, Sega / Horsham, England - Hyenas

- Built up the UX fundamentals on a ambitious new IP, First Person Shooter,
 Multiplayer & team based game.
- Owned the UX Design for the Frontend menus, social platform, ingame gameplay events & HUD.
- Design & planning for Alphas & Betas, look at live player feedback and data to inform us of UX & UI improvements.
- Collaborated with a large number of people & skills across a wide team.
- Establishing good Design principles for Accessibilty, costumised the needed options for the game & provide full Settings list with priorities.

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

Dice, EA / Stockholm, Sweden - Battlefield V

- Supporting the development of the Story Mode gameplay, Frontend design, a Onboarding Level, playtesting and feedback.
- UX Design for a Co-op game mode.

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

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

- Worked on the game leading up to its release.
- Games as a Service (GAAS) when the game was live.
- Released 3 additional game modes for the live service.
- 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.