

UX DESIGNER

www.annawikstrom.com / anna.wii@hotmail.com



WORK SKILLS

- Game UX Design
- UI Design - Layouts, icons, fonts, colors
- Wireframes & Mockups
- Accessibility in Design & Settings
- Player Testing - Feedback Collection & Analysis
- Prototyping
- Frontend Menu Structure & Layouts
- MVP Mindset & Planning
- Being a Feature Owner
- Onboarding & Tutorial design
- Psychology of UX, Behaviours & Games
- Designing Social Systems for Multiplayer
- UX Writing & Implementation in Unreal



POWER SKILLS

- Clear Work Communication
- Collaboration with multidisciplinary teams
- Public Speaking and knowledge sharing
- 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

Website: learngameuxdesign.com
and the 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 Assemblys YouTube channel

ARTICLES ON MEDIUM

[Writing about UX design, Game Design, UX Books and Game UX.](#)



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

[IO Interactive / Brighton, England - 007: First Light](#)

- Improving the UX of the singleplayer 3rd person game before the release of 27th March 2026.
- Working on the HUD, onboarding, tutorials, accessibility, 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 and UI design over 1.5 years before releasing 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 all designs, 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, in-game 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 Accessibility, and provide full Settings list with priorities to meet requirements.

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 with unique gameplay and goals.

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.