

WORK SKILLS

- Game UX Design
- UI Design (Layouts, icons, fonts, colors)
- Wireframes & Mockups
- Accessibility 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

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 2024 - 2025

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 - 2023

UX DESIGNER 2019-2023

Creative Assembly, Sega / Horsham, England - Hyenas

- Built up the UX fundamentals on a new ambitious 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 Accessibilty, costumised the needed options for the game & provide full Settings list with priorities.

UX DESIGNER 2017-2018

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 2016-2017

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.