

Natalie LeHuenen

UI/UX Designer

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Toronto/Remote

Work Experience

Aimlabs | UI/UX Designer

May 2024 – Present

- Designed and shipped **cross-platform live-service experiences for Aimlabs (PC, Xbox, Web)** for over **50 million users** worldwide.
- Created gaming experiences **in partnership with major brands** such as Logitech, Riot Games, and Ubisoft, including Logitech G Playdays, Valorant Training Center, and Aimlabs x Rainbow Six Siege Cross-Game Battlepass.
- Developed and iterated **wireframes, prototypes and UI assets**. Refined design concepts through user testing and feedback, **increasing conversion rate by 150% and revenue by 133% over 6 months**.
- Improved design libraries, **creating and documenting 80+ components in Figma**. Improved design and development pipelines, speeding up development time in Unity.
- UI/UX Design, User Research, Unity, C# and Data Visualization skills.

Lucky VR | UI Artist & Developer

May 2022 – May 2024

- Collaborated with PMs, engineers and designers on cross teams to deliver a **complete cross-platform revamp of the UI and UX for live-service metaverse Vegas Infinite by PokerStars (PC, Mobile, PlayStation, VR)**.
- Designed information architecture, low-fidelity and high-fidelity **mockups and prototypes, 2D and 3D assets, animations and VFX in Figma and in-engine** across projects.
- Designed a system of reusable UI components in Figma. Implemented designs in XAML and C# code using NoesisGUI. Built a **highly-scalable resource library**, simplifying design and development workflows.
- Fixed and shipped 120+ UI bugs in engine and code. Maintained legacy UI (NGUI, UGUI) during critical transition period.
- UI Design, Interaction Design, Unity, C#, XAML and Git skills.

FamliNet | UI/UX Designer

Nov 2018 – May 2022

- Built, managed, and directed **UI and UX for app and website**. Performed user testing, designed information architecture, wireframes, low-fidelity and high-fidelity prototypes, UI animations and motion graphics.
- Established a consistent **branding and UI design system**.
- Spearheaded website development in WordPress and Elementor. Built and managed web layouts, pages, and visual content.
- Created videos, animations, and presentations to market the product and empower users. Developed web components for tutorial pages.
- UI/UX Design, WordPress, JavaScript, CSS, and HTML skills.

Education

OCAD University

Bachelor of Design, Digital Futures

Dean's List

Skills

Design Tools

Figma, Adobe XD, Illustrator, Photoshop, After Effects, Premiere Pro, InDesign, Blender

Design Skills

Product Thinking, UX Research, Design Sprints, Design Systems, Information Architecture, Prototyping, Interaction Design, Data Visualization, Visual Design, Motion Design, VFX, 3D Modeling

Development

HTML, CSS, JavaScript, WordPress, Unity, C#, XAML (WPF), NGUI, UGUI, NoesisGUI, Git Version Control, Jenkins

Platforms

Web, Mobile, PC, Xbox, PlayStation, VR & AR (Quest, PCVR, PSVR)

Awards

OCAD University Medal

Digital Futures Award

Nora E. Vaughan Award