

GREGORY EICHHOLZER

Senior UI/UX Designer • Lead Artist • Art Director

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PROFESSIONAL SUMMARY

Senior UI/UX Designer, Lead Artist, and Art Director with 15+ years of experience creating user-centered experiences, scalable design systems, and production-ready visual assets across games, digital products, and interactive platforms. Proven success leading initiatives spanning UI/UX design, branding, marketing, web design, and visual development while collaborating closely with engineering, product, and executive stakeholders. Experienced in translating strategic concepts into polished user experiences, establishing design standards, and building efficient production pipelines that drive both business and player outcomes.

PROFESSIONAL EXPERIENCE

Legacy Platforms, Inc.

Lead Artist (Contract) | October 2025 – Present

- Lead visual design efforts across product, marketing, branding, and user experience initiatives.
- Design production-ready UI assets, user flows, wireframes, and visual systems for digital products and platform experiences.
- Create marketing campaigns, presentation materials, brand assets, and promotional content supporting business development and customer engagement.

- Collaborate with engineering, product, and leadership teams to translate strategic goals into intuitive user experiences and polished visual solutions.
- Develop and maintain brand standards, design documentation, and reusable asset libraries to improve consistency and production efficiency.
- Prototype and experiment with new design approaches, workflows, and user experience solutions to support product innovation and growth.
- Support web design, landing page development, and customer-facing experiences across multiple platforms and initiatives.

Netflix / Boss Fight Studio

Senior UI/UX Designer | January 2025 – October 2025

- Led UI design and production efforts for live-service game features and content updates.
- Designed, iterated, and implemented UI flows, layouts, and visual assets directly within Unity.
- Developed and maintained UI style guides, documentation, and design systems to ensure visual consistency across products.
- Collaborated with product managers, engineers, game designers, and artists to deliver player-focused experiences.
- Created motion graphics, interface animations, and visual effects optimized for runtime performance.
- Supported rapid live-ops production cycles while maintaining high visual quality and usability standards.

Magnit LLC (Contract) — Netflix / Boss Fight Studio

Senior UI Artist | March 2024 – December 2024

- Led the rebranding of HUB assets, including billboards, tiles, logos, and key art templates.
- Created production-ready UI assets aligned with Netflix and Boss Fight Studio brand standards.
- Partnered closely with Unity developers to ensure efficient implementation and optimization.
- Built reusable asset templates and Confluence documentation that reduced production time and improved consistency.
- Collaborated across disciplines to deliver polished UI experiences for live-service game content.

Block Tackle, Inc.

Art Director | May 2022 – October 2023

- Directed visual development for *Skate X*, establishing the artistic vision for a new skateboarding game IP.
- Improved art production workflows, increasing quality and efficiency across the development pipeline.
- Evaluated design requirements, provided estimates, and translated gameplay needs into visual solutions.
- Collaborated with engineering to ensure assets met technical requirements and performance goals.
- Created concept art, mood boards, reference boards, and production documentation to guide execution.
- Managed art direction from early concept through final in-game implementation.

Kinoo

Art Director | September 2021 – May 2022

- Developed visual style guides and art direction documentation for educational gaming products.
- Increased efficiency and quality of art production workflows.
- Collaborated with engineering teams to ensure technical feasibility and implementation quality.
- Directed production from concept through final asset delivery.

Animator | March 2021 – September 2021

- Produced character animations, visual effects, and motion assets.
- Established animation standards and production pipeline best practices.
- Collaborated with designers and developers to integrate animation assets into gameplay experiences.

WrestleDeck

Art Director | March 2021 – July 2021

- Developed visual identity and style guides for a mobile wrestling game.
- Created UI/UX systems using Figma and Affinity Designer.
- Directed asset production and ensured consistency across gameplay and marketing materials.

Blue Kaiju, Inc.

Creative Director | September 2020 – March 2021

- Established artistic vision, production workflows, and visual standards.
- Created mockups, concept designs, and style documentation to guide project execution.
- Coordinated cross-functional teams to deliver cohesive visual experiences.

EDUCATIONAL & TEACHING EXPERIENCE

Academy of Art University

Lead UI/UX Instructor | September 2016 – March 2021

- Developed curriculum and course materials focused on game UI/UX design.
- Taught 5–8 classes per semester while mentoring more than 100 students annually.
- Prepared students for industry careers through hands-on instruction in modern design workflows and development tools.
- Created coursework focused on usability, player experience, visual communication, and production pipelines.
- Mentored aspiring artists, designers, and developers on portfolio development, production workflows, and industry best practices.

University of Silicon Valley

Academic Advisor | November 2023 – March 2024

- Guided students through academic planning and career development.
- Assisted students with enrollment, course planning, and program completion strategies.
- Provided mentorship for students pursuing careers in game development and digital arts.
- Served as a liaison between students, faculty, and administration to support academic success.

EARLIER EXPERIENCE

- **Associate Art Director** | RockYou | August 2015 – September 2016
- **Lead Artist** | Kabam | October 2013 – August 2015
- **Artist I** | Kabam | February 2012 – October 2013
- **Junior Artist** | Kabam | July 2011 – February 2012
- **Artist Intern** | Kabam | February 2011 – July 2011
- **Flash Animator** | 6waves | September 2010 – February 2011

CORE SKILLS

UI/UX & Product Design

UI Design • UX Design • User Research • User Flows • Wireframing • Prototyping • Information Architecture • Design Systems • Interaction Design

Game Development

Unity • UI Implementation • Live-Service Games • Asset Optimization • Feature Documentation • Production Pipelines • Cross-Platform Development

Art & Visual Design

UI Art • Graphic Design • Branding • Marketing Art • Motion Graphics • 2D Animation • Digital Illustration • Concept Design • Presentation Design

Leadership & Collaboration

Art Direction • Creative Leadership • Team Mentorship • Stakeholder Communication • Cross-Functional Collaboration • Agile Development • Production Planning

Tools

Unity • Figma • Adobe Photoshop • Adobe Illustrator • After Effects • Confluence • Jira • Affinity Designer

EDUCATION

Academy of Art University

Master of Fine Arts (MFA)

Traditional Animation (2D)

Cazenovia College

Bachelor of Fine Arts (BFA)

Visual Communications

Associate of Applied Science (AAS)

Graphic Design