Xander Davis

Designer / Creative Director
Deep Experience in UX / UI / Graphic Design, Art Direction, Branding, Game Design
www.xanderdavis.com - hello@xanderdavis.com - 818-859-3032
https://www.linkedin.com/in/xanderdavis/ (30+ Recommendations)

Xander Davis is an author / designer / director, producing independent works and consulting worldwide through his design agency XD&A. He is known for his UI Design work on Transformers: War for Cybertron and Darksiders 2, both 9.0-rated triple-A games for Xbox 360, PlayStation 3, & PC. Xander was also a guest speaker at BWG Strategy's Conference on Virtual Reality among industry leadership and was thanked for his support in the credits of Indie Game: The Movie and other films.

Work:

CEO / CCO, Lore Method LLC
January 2014 — Present
http://www.loremethod.com
LORE METHOD™ is a worlds-building and storytelling studio of creator Xander Davis, publishing high-quality, high-concept episodic visualized fiction. Original intellectual property development, production, publishing, and licensing. Subsidiaries: Astrogun LLC. https://www.loremethod.com l Debut title NEON ECLIPSE announced at https://www.loremethod.com/series/neon-eclipse/s01/

CEO / CCO, XD&A (Xander Davis & Associates LLC)
January 2014 — Present
http://www.xanderdavis.com Independent design agency with a focus on serving game industry and general entertainment industry clients worldwide through UI / UX Design & Art, Branding, Graphic Design, Design Art Direction, and Creative Direction.

CEO / CCO, Astrogun Studios LLC
July 2012 — Present
http://www.astrogun.com Independent creative studio, focused on original intellectual property product development, including digital comics, music, virtual reality, and video games. Licensed by Nintendo / Xbox / PlayStation. Now a subsidiary of Lore Method.

UI Manager, Petroglyph Games
April 2012 — April 2013 — Las Vegas, Nevada — 9 Recommendations
Started as UI Designer, promoted to Sub-Lead UI Designer, promoted to UI Lead, and promoted to UI Manager of newly formed UI Department, where I oversaw UI art & design direction and team management (scaling between 8 - 10 people) with multiple engines and UI tech for multiple triple-A titles simultaneously. Ended in mass layoffs.

UI Director, Vigil Games
November 2011 — February 2012 — Austin, Texas
Came in at the end and led a team effort to revamp their UI across the board in a matter of months on Darksiders 2 for Xbox 360 / PS3 / PC for ship, before mass layoffs and studio/publisher closure.

Senior Game Designer / Writer / Senior UI Designer, Xaviant LLC
September 2010 — October 2011 — Atlanta, Georgia — 3 Recommendations
Working on an action RPG with the CryEngine 3. Game Design, world-building, intellectual property development,

screenwriting, narrative design and organization, writing and maintaining the living GDD, in charge of all User Interface Design and development, creative development with concept team, leading projects between cross departmental production.

User Interface Artist, High Moon Studios
April 2009 — September 2010 — San Diego, California — 5 Recommendations
UI Artist (Menus, HUD, iconography, typography, etc...) at High Moon Studios (Activision Blizzard) for Transformers: War for Cybertron, a triple-A high-profile game for Xbox 360 / PS3 / PC (out now) which received an IGN rating of 9.0 / 10 "Outstanding".

Interactive Developer, Brand Innovation Group LLC
October 2008 — February 2009 — 1 Recommendation
Design / Production of XHTML/CSS, CMS, Flash Websites. Also responsible for design / production of Flash games.

Creative Director / Flash Design & Branding Specialist, SpinWeb Internet Media
2005 — 2007 | Indianapolis, Indiana — 3 Recommendations
Graphic design, typographic design, web-design & execution, HTML, CSS, PHP, Photoshop, Flash design, Flash animation, ActionScript, branding/logos, project planning, project management, corporate identity strategies, After Effects postproduction, video production, video editing, copy writing, audio production, audio editing, client liaison, sales, seeking potential clients, promotional events

Xander Davis Consulting
2002 — Present (12+ Years) — 5 Recommendations
Xander provides a full spectrum of creative media consulting services to clients internationally. Recently this has become XD&A.

Recommendations:
"Xander is an amazing game developer! He has a keen eye for details, aesthetics and polish, and is very prolific in all of his projects. He is one of the most passionate people who I have met when it comes to creating games - from design and UI, to tools and pipeline, to coding methods. When discussing both making and playing games (from classic to recent) with Xander, I can't help but get more excited about our craft. He also keeps up on everything that is going on in the game industry, and is very knowledgeable about new trends and technologies. I've enjoyed working with him, hope to do so again, and heartily recommend him!"
—Mike Legg, President
Petroglyph Games

"Xander is one of the most hard-working individuals in this industry. He is not afraid of any challenge. He is always willing to do what it takes in order for the team to rapidly iterate & shape the product into something great. His dedication to quality, coupled with his extensive knowledge of games & the roots of design, make him a valuable asset that any team would be lucky to have."
—Mark Vernon, AI Designer, PlayStation All-Stars
Superbot Entertainment, Sony Computer Entertainment

"This guy is dripping with creativity, and has the technical savvy to match. Xander is a visionary, and I have personally seen him handle the job duties of UI creation, script, and design at the same time, and go on to produce stellar results. If I were to make a game, or movie, it would be an honor to have him involved on it."
—Brad Whitlam, Creative Director, Primal Carnage
Lukewarm Media

"It's rare to find individuals with the level of enthusiasm and dedication he has to the medium. In addition to his design expertise, his experience in other industries with quick turnaround times enabled him to generate a tremendous amount of work in a short amount of time."
—Jared Adkins, User Interface Artist
High Moon Studios, Activision

Education:
- Graduate, Wright State University (Dayton, OH) — Graphic Design / Business Administration (2004)
- Through an honors program in high school during my senior year, I was simultaneously a fulltime freshman in college with my first year paid for by the high school.
- Returned to Wright State in 2014 for courses in psychology to apply neuro-cognition principles and theories to user interface / experience design.

Additional Recommendations:

"One of Xander's strongest traits is his entrepreneurial spirit which manifests itself in a variety of good discussions and ideas. Xander was good at researching competitor products and delivering ideas that highlighted the best aspects of what he thought was needed and a also provided a proven solution. He often drew from his own personal experiences on various skunkworks projects which he continues to aggressively pursue. Xander works strongly in process-driven workflows and encourages his direct reports to do the same through our internal toolset for managing tasks and deadlines. He leads by example in this regard and at any time I was able to get the full picture on what was assigned to his people and the amount of progress that had been made. I know Xander will do well in whatever he orients himself to. He's motivated and well spoken and presents himself very well. I would encourage anyone to check out his website to see how flexible and talented he is."

—Ted Morris, Executive Producer
Petroglyph Games

"I would recommend Xander as a great addition to any team in the field of UI. I found Xander to be very professional and competent in the assignments and responsibilities given to him. His ability to adapt to new situations and apply himself to a variety of challenges make him a valuable team member."

—Chuck Kroegel, CEO / General Manager
Petroglyph Games

"Xander's work on high-profile products speaks for itself. He understands the mechanics of UI and has a good eye for merging its design with aesthetics to make the whole more than the sum of its parts. On our project, he had a good head for organizing and handling massive tasks without getting overwhelmed, stepping through each part of our UI in intelligent order to accommodate iteration and art."

—Shane Hensley, Executive Producer
Petroglyph Games

"Xander consistently met or exceeded my expectations as UI Manager. He brought a breadth of knowledge and expertise to better plan and execute every detail of the tasks assigned to him. I was always comfortable that Xander would oversee a project and direct the resources assigned to it as effectively as I would myself. I recommend Xander unreservedly."

—Tim Brown, Design Development Director
Petroglyph Games

"Xander is a passionate UI Manager that uses his industry knowledge to drive his UI Designs. He always keeps the worst case scenarios in mind and pushes his team to get the job done the right way the first time. While Xander is very process-oriented he supports his team's ability to craft creative solutions that serve the long-term needs of the project. Additionally he consistently adjusts time estimates based on new information and provides clarity on the status of his team which is essential during time crunches near the end of projects."

—Bryan Gallareto, Associate Producer
Petroglyph Games

"I had the pleasure of working with Xander as both a peer and as a subordinate. As such, I saw that Xander is adept at Flash implementation and graphic design, as well as scheduling and managing the UI department. While working with Xander, I learned what a true student of graphic design he is. Simply put, Xander knows what looks good and what doesn't. In addition to his design knowledge, he knows the exact steps needed to get from point A to point B. He was instrumental in navigating several UI elements from conception to completion. If you have the pleasure of considering Xander for a position, do not hesitate in hiring him. He will greatly contribute to any project he works on."

—Dan Etter, UI Designer
Petroglyph Games

"The level of expertise and knowledge Xander brings to the table is top notch. Having Xander as a Manager as part of the UI Team has proven itself to be a fun and most importantly, an extremely educational experience. The one thing that truly stands out about Xander is his ability to know industry trends; what will and will not be relevant in the future."

—Michael Scala, UI Artist
Petroglyph Games

"Xander is an incredibly driven, multifaceted artist with the capability to balance his artistic vision with pragmatism. He is completely connected to the heartbeat of the industry, able to see through the fad of the day, and understanding how current trends will factor into its future. I had the opportunity to work with Xander while I was with the UI team at Petroglyph. After a change in leadership, he was promoted to UI Lead where he created a coherent and unified vision for UI on the project. To the game's benefit (and the company's), he worked across all departments, taking a personal approach to address the specific needs of each. He's an asset any team and I'd welcome the chance to work with him again."

—Josh DeLeon, UI Scripter
Petroglyph Games

"Xander did a great job creating a stylish yet easy to use UI for Transformers: War for Cybertron. He is one of the most creative people I have ever worked with and is always trying to learn new things. He would be a great addition to any team."

—Keith Evans, Senior Game Designer
High Moon Studios, Activision Blizzard

"Xander is a talented graphic designer, easy to work with and an all around great guy. High Moon was in need of a senior UI artist for quite sometime and Xander filled the position commendably. He has great ideas, communicates them well, can give direction and take direction respectively. I would recommend Xander for any and all of your graphic design/UI needs."

—Billy King, Lead Concept Artist
High Moon Studios, Activision Blizzard

"Xander is a true creative. His vision and leadership skills are second to none. Having worked on many projects together I have no hesitation in recommending Xander."

—Phil Craigie, Senior 3D Artist
Gameloft Madrid

"Xander is a man of many talents. If it can be created with or input into a computer, he can do it. Xander is a great person to have on your team with his thoughtful designs and foresight. He is a pleasure to be around, and I would love to work with him for many years to come."

—Jeremiah Cauthorn, Software Engineer
Xaviant

"Xander is a highly creative and passionate individual. He has a unique eye for design and branding that pushes the envelope and ignites his team to deliver excellence. I have learned a great deal from Xander while I worked with him and his influence has been instrumental in our positive growth."

—Michael Reynolds, CEO / Principle
SpinWeb Internet Media, Inc.

"Always on top of his game, Xander has made our many collaborations shine with an astute creative flow and professional attitude. I recommend him on any job that requires both creativity and technical know-how."

—François Jolin, Owner / Composer
Eon Sounds, Studio Montreal

More written recommendations available at:
https://www.linkedin.com/in/xanderdavis/