



XANDER DAVIS

UX/UI Designer with 25 Years Experience

Xander Davis is an accomplished design professional with over 25 years of experience specializing in user experience and interface design. Recently known for his strategic leadership in design at AVALON as UX Director, Xander has a proven track record in enhancing user interactions and delivering transformative design solutions.

His extensive background includes leading projects for major brands and a diverse portfolio of over 40 globally recognized digital products, demonstrating a deep understanding of user-centric design principles applicable across various industries. Xander's remote work experience over the past decade, coupled with his prior on-site roles at top-tier studios, underscores his versatile capability in managing and executing complex design projects.

Based in Alaska, Xander is dedicated to pushing creative boundaries while balancing his role as a husband and father of three boys.

portfolio

www.xanderdavis.studio

xander@xanderdavis.studio

www.imdb.me/xanderdavis

[linkedin.com/in/xanderdavis](https://www.linkedin.com/in/xanderdavis)
35+ Recommendations

"Xander is unquestionably brilliant. His passion for the work that he does extends, extensively, into his personal interest and his thirst for knowledge and growth in his areas of focus means that he tends to uncover trends, early, knows where the industry and his specialty are headed, and is happy to share that information with his coworkers. I worked directly with Xander in a mentorship role and found him to be coachable, eager, and genuine. He's sharp, focused, detail-oriented, and meticulous; he has high standards for himself and for his peers."



-Zack Karlsson
Chief Operating Officer / Business Development
AVALON

"From my time working with Xander a couple of words come to mind: Quality, Passion, and Experience. Xander was a phenomenal lead who would often engage in multiple 1on1 sessions to review my tasks and push me to increase the quality of my work. Xander's passion for games and innovative technologies pushes him to stay up to date on all of the latest technological advancements. Xander also provides years of experience and the skills to support. When it comes to innovation within the UI/UX fields Xander excels and redefines the bar for quality. Xander combines these feats together to produce results for his team."



-Kyle Robinson
UI Technical Designer
AVALON

"What truly sets Xander apart is his enlightened creative process. He possesses a unique blend of technical acumen and artistic sensibility, allowing him to approach challenges with solutions that are both innovative and pragmatically viable. In my 25 years in this industry, I have seldom encountered a professional with such a profound impact on their project. Xander is not only a visionary in the field but also an effective individual contributor. I am confident that Xander will continue to be a transformative force in any role he undertakes."



-Jeffrey Butler
Chief Product Officer
AVALON

work history

Seeking Remote-only opportunities in UX/UI and creative direction across broad possible industries under fulltime employment.



UX Director
AVALON
www.playavalon.com
2022 - 2024

Led UX/UI & product design, pioneering innovative strategies for a complex digital platform. Also branded the company, co-led creative and art direction, and narrative. Supervised multimedia elements including story writing and audio production. Collaborated closely with senior management to steer project direction. Helped secure \$23m in funding.



Owner / Projects Lead
Astrogun LLC
www.astrogun.com
2014 - 2021

Xander's indie games studio label. Shipped award-winning VAST on macOS, iOS, tvOS, and coming soon to Steam (wishlist). Pitched VAST at GamesIndustry.biz Investment Summit at PAX '19.



UI Director
Vigil Games (THQ)
2011 - 2012

Created UI Team and pipeline that enabled designing and implementing 27 screens of UI in 3 months towards shipping 9.0 Darksiders 2.



UI Artist
High Moon Studios
(Activision Blizzard)
www.highmoonstudios.com
www.activisionblizzard.com
2009 - 2010

Designed, art directed, and co-implemented the UI for 9.0 title Transformers: War for Cybertron with Scaleform & Unreal Engine.



Senior Designer & Photographer
Sweetwater Sound Inc.
www.sweetwater.com
2007 - 2008

Principle digital designer and photographer (campus, events, and thousands of guitars) in the Marketing Department of this Fortune 500 company. Also had original music mastered at their world-class recording studio.



Web-Design & Hosting
Atlas-Image LLC
2000 - 2009

Freelance web-design and hosting services to clients locally with some worldwide. Xander's first business started before graduating high-school while simultaneously attending his freshman year in college through a GPA-based scholarship.



Design & Direction Consultant
Xander Davis & Associates LLC
www.xanderdavis.studio
2013 - Present

Design services for various industries for dozens of clients remotely worldwide for over a decade. Lately shifted to remote fulltime employment roles.



Founder / Director
Lore Pictures LLC
www.lore.pictures
2023 - Present

Indie film label pioneering the new field of generative filmmaking using AI tools, content releasing on YouTube.



UI Manager
Petroglyph Games
www.petroglyphgames.com
2012 - 2013

Promoted 4 times in 5 months to UI Manager, created central UI Dept. overseeing 22 team members on three triple-A titles and a Kickstarter simultaneously.



Senior Game Designer / Writer / Senior UI Designer
Xaviant
2010 - 2011

Started as Senior UI Designer, promoted to also take on Senior Game Designer & Writer roles simultaneously, working on early versions of Lichdom, a 'Call of Duty of Magic' in CryEngine.



Interactive Developer
Brand Innovation Group
www.gotobig.com
2008 - 2009

Design / Production of XHTML/CSS, CMS, Flash websites and Flash games for clients.



Creative Director
Flash Design / Branding Specialist
SpinWeb Internet Media Inc.
2005 - 2007

Web-design generalist, branding, video production, sales, marketing. Started as intern, rebranded the company and approach, 10x'd profits, made Creative Director within six months at age 20.