



# XANDER DAVIS

UX/UI Designer with 25 Years Experience

As a games industry veteran, Xander Davis is known for his own game VAST and his UI Design work on 9.0-rated titles such as Transformers: War for Cybertron, Darksiders 2, Warhammer 40k: Regicide, Star Trek: Timelines, Star Wars, James Bond, and others. His most recent role was UX Director at AVALON, with a focus on transformative UX.

Xander has worked on-site at triple-A studios for five years and has been remote working for a decade for dozens more games studio clients all over the world on over 40 titles, many multi-million dollar globally launched and marketed releases. Combined with prior design agency work, he has a total of over 20 years experience.

Based in Alaska, Xander is a proud husband & father of three boys.

## portfolio

[www.xanderdavis.studio](http://www.xanderdavis.studio)

[xander@xanderdavis.studio](mailto:xander@xanderdavis.studio)

[www.imdb.me/xanderdavis](http://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 across UX/UI, game development, gen AI filmmaking, & more under fulltime employment.



UX Director  
AVALON  
[www.playavalon.com](http://www.playavalon.com)  
2022 - 2024

UX/UI & Product design and direction advocating for radically advanced approach to MMORPG-UGC platform. Reporting to CPO Jeffrey Butler in core Design Team. Developed logo brand identity + creative direction, IP development, art direction, story/narrative design and writing, and sound design & music direction. Helped secure \$23m in funding.



Owner / Projects Lead  
Astrogun LLC  
[www.astrogun.com](http://www.astrogun.com)  
2014 - 2021

Xander's indie 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](http://www.highmoonstudios.com)  
[www.activisionblizzard.com](http://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](http://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](http://www.xanderdavis.studio)  
2013 - Present

Design services for the games / tech industries for dozens of clients (indie to triple-A) worldwide for over a decade. Lately shifted to remote fulltime employment roles.



Founder / Director  
Lore Pictures LLC  
[www.lore.pictures](http://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](http://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](http://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.