

JEFF NEWCOMB

UX DESIGN

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SUMMARY

UX designer with 10+ years crafting interactions and menus on console, mobile, and tablet. Led managed UX, UI, and engineering teams at Microsoft on Forza Motorsport, shipping accessibility-focused features, a car proximity radar, and competitive multiplayer experiences, with WCAG standards applied to keep interfaces clear under pressure. Initiated and built a shared Figma component library that cut time-to-first-review from about a week to two days and brought consistency across a team of four designers. Uses A/B testing, CRO, and heat-map analysis to improve engagement, retention, and conversion. Facilitates critiques, gathers feedback across the team, and creates presentation material to align cross-functional partners, with experience using AI-assisted tools in Figma for concepting and component documentation.

WORK EXPERIENCE

Microsoft | Jan 2020 – Aug 2025

UX Designer, UX Lead | Redmond, WA

- Led managed UI, design, and engineering services across features on Forza Motorsport, setting design direction and aligning cross-functional teams of designers and engineers around shared priorities and technical constraints.
- Promoted from UX Designer to UX Lead in recognition of ownership across multiple features and teams.
- Led accessibility initiatives for newer and visually impaired players, applying WCAG standards to onboarding and core gameplay UI so interfaces stayed usable under time pressure.
- Designed and shipped the car proximity radar, translating complex spatial and speed data into a HUD element readable in split-second moments.
- Owned UX for track mastery and competitive multiplayer, designing end-to-end player journeys from first-time learning through competitive play.
- Created high-fidelity, animated Figma prototypes, using Figma's AI features for early concepting and component documentation, to validate interaction concepts before development.
- Applied Scrum and Agile practices in partnership with product and engineering to reduce rework at handoff.

Kooapps | Jan 2019 – Jan 2020

UX & UI Lead | Bellevue, WA

- Led UI/UX production across multiple live mobile titles at once (Solitaire, Pocket Family, Pets Race, Snake), setting shared processes that kept design output consistent across teams and titles.
- Managed designers, artists, and animators, including performance reviews and hiring, and partnered with engineers on feature implementation and tuning.
- Designed scalable UI systems and interaction patterns for mobile and tablet, reused across titles to cut redundant design work on each release.
- Used A/B testing, CRO, and heat-map analysis to optimize interfaces and flows, improving click-through rate, retention, and ARPAU.
- Designed onboarding experiences for new players across mobile titles.

Wargaming | Jul 2014 – Mar 2018

UI Designer | Bellevue, WA

- Created wireframes and high-fidelity mockups for mobile experiences across World of Tanks, World of Planes, and World of Warships, supporting titles with large, established player bases.
- Used A/B testing and heat-map analysis to find usability friction points and optimize engagement on high-priority features.
- Partnered with design and art teams to deliver production-ready UI assets under live-game constraints.

SKILLS

- UX and UI design
- Interaction design
- Figma
- Sketch
- XAML
- Accessibility
- WCAG (Web Content Accessibility Guidelines)
- Cross-functional collaboration
- AI-assisted design & prototyping

EDUCATION

BFA Production Animation | Digipen Institute of Technology | 2008 – 2013

Associate Arts | Bakersfield College | 2004 – 2006