

# CARRIE MATTHEWS-NICOLI

Player experience-driven, sleek and insightful Sr. Product Designer with strong motivational leadership skills, specializing in mobile design and game development.

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## EXPERIENCE

### SENIOR PRODUCT DESIGNER, SIMULATION LEAD - EA (Maxis)

Los Angeles, CA | Nov 2021 – Present

- :: Developed moment-to-moment simulation experience for Project Rene (a cross-platform game), focusing on balancing narrative immersion with sandbox play.
- :: Established internal process for iterative prototyping from concept to limited market test, emphasizing the strategic value of learnings to prototype fidelity level.
- :: Developed an expertise in the delicate balance between Player Safety and the fun of a multiplayer game environment.

### FOUNDING PRODUCT DESIGNER & PRODUCT LEAD - Freelance

Los Angeles, CA | Nov 2023 – Present

- :: BroTarot | Product Design & Marketing Lead.
- :: Covert Games | Product Design & Game Development Lead.

### PRODUCT DESIGN LEAD - EA (FPS Incubation Team)

Los Angeles, CA | June 2020 – Nov 2021

- :: Shepherded three mobile FPS incubation projects from concept to Gate 1 prototype in Unreal Engine. Executed wireframes, UMG UI, internal & external playtests, and integrated findings.

### PRODUCT DESIGN II - EA (Industrial Toys)

Los Angeles, CA | Jan 2018 – June 2020

- :: Comprehensive UX design and UX process definition for Battlefield Mobile as it matured from ideation to engine.

### INTERACTIVE CREATIVE DIRECTOR - AWD

Los Angeles, CA | June 2016 – Oct 2017

- :: Managed client relationships as well as production team throughout brand redesign process: ideating, guiding and delegating for an effective working environment.

### SENIOR INTERACTIVE ART DIRECTOR - Freelance

New York, New York | May 2012 – June 2016

- :: RTMLtd | Complex websites and new brand identities.
- :: HAVAS WORLDWIDE | Ad concept & execution. (Hershey's, DosEquis)
- :: BOND INFLUENCE AND STRATEGY | Movie websites and social kits.
- :: CKSK | Digital and print campaigns. (Heineken, Tecate)
- :: MACYS.COM | Micro sites.
- :: SCHOLASTIC | Re-brand of scholastic.com.

### INTERACTIVE ART DIRECTOR - Atmosphere Proximity, BBDO New York, New York | May 2011 – May 2012

- :: Conceptualized and designed digital media experiences through to production for corporate and leisure clients.

## BRANDS

Electronic Arts (EA). EA:The Sims.  
EA:Battlefield Mobile. EA:Player Safety.  
Autograph Collection. Barrelhound.  
BrooklynArtProject.com. BroTarot.  
Camp Dreamcatcher. CitiBank.  
Cognizant. Covert Games. CurioCity  
Theatre. Depuy. DosEquis. Emirates.  
HarperCollins. Heineken. Hershey's.  
IFCFilms. LD Entertainment.  
LocalGame. Macys.com. Marriott.  
NASCAR. NBC Universal. Nightpantz.  
Powers. Qualcomm. RoomKey.  
Scholastic. Showtime. SingularSound.  
Sony Home Entertainment. Strongbow.  
SundanceNow. Tecate. Visa Olympics.  
Volvo. Vonage. WeWork. Weinstein  
Company. Yoga Vida.

## SKILLS

Figma. Figjam. Perplexity.ai. Notion(.ai).  
Miro. Sketch. XD. Coda. Asana. Jira.  
Unreal Engine (UMG). Photoshop.  
Illustrator. Adobe Creative Suite.  
After Effects. InDesign. Agile. InVision.  
Canva. Proto.io. HTML/CSS. WordPress.  
Instapage. Google Suite.

## EDUCATION

### PRATT INSTITUTE

Brooklyn, New York

BFA: Communications Design

Focus: Graphic Design and Advertising

### DALE CARNEGIE TRAINING

New York, New York

Dale Carnegie Course:

Sales and Human Relations