Jesse Raymond

Technical UX/UI Director

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SUMMARY

Technical UX/UI Director with 20+ years in design and technology, the last 13 in games. At Epic Games, directed UX/UI for Fortnite Battle Royale and Fortnite Festival and led technical UI for the player ecosystem, managing 50+ direct reports across UX design, UI art, and technical UI. Hands-on in Unreal Engine (UMG, Blueprints, C++, HLSL) and known for growing ICs into leads.

SKILLS

Leadership: Team direction (50+ direct reports), hiring and interviewing, mentorship and career development, roadmap and vision, cross-discipline process, stakeholder communication

Unreal Engine 5: UMG, Blueprints, C++, Slate, Materials / HLSL, UI systems architecture, optimization, tooling and pipeline, best-practices documentation

Design: Figma, Adobe Creative Suite, UX architecture, interaction design, design systems, user research

Engineering: C#, TypeScript / React, Python / FastAPI, Docker, Git, Perforce, Unity, JIRA

AI: Claude Code, Cursor, LM Studio, Ollama / MLX, AI workflow integration

Platforms: PC, Xbox, PlayStation, Switch, iOS, Android, Web

EXPERIENCE

XLCR Studios, Independent Designer & Developer

Mar 2026 – Present

- Designed and built **jesse.rocks** end to end: UX, visual design, front end (Astro, TypeScript), and a scripted video pipeline (Python, ffmpeg).
- Built **AI-assisted workflows** with Claude Code, Cursor, and local models (LM Studio, Ollama, MLX, ComfyUI).
- Developed **Cheddar**, a full-stack agentic trading app (React, FastAPI, PostgreSQL, Redis, Docker).

Epic Games

Sep 2021 – Mar 2026

UX/UI Director, Fortnite Music (Harmonix)

Feb 2025 – Mar 2026

- Directed UX/UI design and development for Fortnite Music, including **Fortnite Festival**, serving **650M+ registered accounts**; led **8 direct reports and 3 contractors** across UX design, UI art, and technical UI.
- Directed UX/UI for **Dance With Sabrina** (May–Jun 2025), a repeatable interactive concert covered by **8+ media outlets**.
- Shipped **Karaoke** (real-time pitch scoring, 600+ tracks), **Pro Drums** (MIDI e-kit and Rock Band kit support), and an audio/video calibration overhaul.
- Led a ground-up **portrait-mode Main Stage** for mobile after Fortnite's return to iOS.
- Introduced **milestone-gated design reviews** and moved cross-discipline collaboration from sequential to concurrent, cutting late-stage scrambles that ate into polish.

UX/UI Director, Fortnite Battle Royale

Dec 2022 – Feb 2025

- Directed UX/UI across **9 seasons** (Chapters 4–6), including Season OG's all-time records of **44.7M players in a day** and **6.1M concurrent**; led **12 direct reports and 5 contractors**.
- Launched Fortnite's first **Ranked** mode (May 2023, **2.17M concurrent** peak), the **mobile relaunch** on EU iOS and Android (Aug 2024), and **Fortnite Reload** (Jun 2024).
- Directed the in-match **HUD refresh** and new systems (weapon mods, 64 Reality Augments, medallions, playable bosses, Simple Edit and Build).
- Initiated the **weapon reticle design and implementation system**; the team shipped new UI for **70+ weapons and items**.
- After Epic's 2023 workforce reduction, covered team lead, all three discipline leads, and senior producer duties; saved **$300K+** in contractor spend.

- Restructured the team into a **Red/Blue leapfrog cadence**: two alternating teams with longer, more focused development windows per season.

Lead Technical UI Designer, Player Journey & Ecosystem Sep 2021 – Dec 2022

- Owned UX/UI technical architecture while shipping as an IC in UE5: the **Social Sidebar** and **Player Tags**, Fortnite's first interest-based social matching.
- Built the **Mid-Season Mini-Pass**, a reusable UMG system that launched with Dragon Ball Z and was reused for **9+ collab events**.
- Established the foundations of Epic's **Technical UI Design** discipline, which grew from 3 to 25 members.

Across Epic

- Managed **50+ direct reports** (peak 14 at once), interviewed ~50 candidates as the Fortnite UX/UI org grew from ~50 to 100+, and ran a biweekly Fortnite-wide AI show-and-tell.

Studio Wildcard, Senior UX/UI Designer / Developer — Oct 2019 – Sep 2021

- Sole UI developer for **ARK: Survival Evolved** and the **Genesis Part 1 and 2** expansions in a custom Unreal Engine 4 build (UMG, Blueprints, C++).
- Built the HLN-A companion UI, Hexagon Exchange shop, six real-time mission HUDs, the Tek Stryder hacking minigame, breeding UI, and the Hoversail HUD.

XLCR Studios, Independent Designer & Developer — Oct 2018 – Oct 2019

- Deepened Unreal Engine skills through playable prototypes of **Danger**, an original action-adventure puzzle IP, in Unreal Engine 4 and Unity.

Microsoft (via Aquent) — Apr 2017 – Oct 2018

Software Design Engineer, Xbox Avatars Jul 2018 – Oct 2018

- Scripted 100+ UI animations and transitions, built resolution-adaptive layouts, and delivered app-wide polish for the **Xbox Avatars Editor** (Unity, UWP XAML, C#).

Prototyper & Design Developer, Microsoft Edge Apr 2017 – Jul 2018

- Built early dual-screen UX on **Surface Neo and Duo** prototype hardware for executive design-vision presentations.
- Prototyped the **gamepad control scheme** (XY focus plus free cursor) that shipped as the foundation of Edge on Xbox.

Wizards of the Coast, Senior Technical Artist — Jul 2013 – Apr 2017

- Led a **4-person team** delivering WPF XAML, C#, and UX/visual design for 6–8 **Magic: The Gathering** expansions a year on Magic Online.
- Created the **Magic 2015 card frame templates**, the highest-fidelity print-to-digital card representation in the product's history.
- Prototyped card display systems in Unity and designed initial concepts for **MTG Arena** before the core team was assembled.

Earlier experience — 2009 – 2013

- UX design developer for Microsoft Kin and System Center; web designer / developer at Anchor QEA (industry award) and SearchMarketMe.

EDUCATION

BA, New Media / Interactive Design, Western Washington University 2008