

ELA PETERHANSL she/her

EXPERIENCE DESIGNER

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PROFILE

Game-focused UX Designer of 7+ years, mainly working in live production environments. I design for the long haul, always data-informed, and with attention to fun details. Curious about everything. My drive to connect with people and bring them together supports trust and collaborative team culture from the trenches. Let's create great things together!

WORK EXPERIENCE

Senior UX Designer (Rainbow Six Siege), Ubisoft BlueByte

Düsseldorf (Germany), 06/25 - now

- working on After-Action Report feature
- strategic investigation and iterative design proposals for proven system pain points
- integrating various systems with complex stakeholder structures into one
- establishing profound player segmentation insights and experience customization

UX Designer (XDefiant), Ubisoft Pty Ltd

Sydney (Australia), 01/24 – 01/25

- ownership of seasonal event design and underlying design framework with focus on scalability, fun, and retention
- in-game HUD UX/UI design for two shipped game modes
- design iterations of core gameplay systems (loadouts, home)
- pipelines with data and game intelligence teams

UX Designer & UX Accessibility Specialist (Online Services), Ubisoft BlueByte

Düsseldorf (Germany), 06/20 – 12/23

- Accessibility audits and iterative strategy creation for global roadmaps
- Development of contextual accessibility guidelines and team standards
- Strengthening relationships to local and global accessibility organizations
- Connect PC app: Redesigning the games library and product page, as well as Downloads and Settings
- Integration of complex subscription program and features into library experience
- Quality of life features (search, filter, mini-download, global shortcuts)

UX/UI Designer, Commend International

Salzburg (Austria), 09/18 - 05/20

- Interface designs for touch screen intercom devices in various environment contexts
 - Refactoring design and flow of on-site engineer tool suite (web-based)
 - Initiation and integration of user-centered design and development processes as first UX designer on the team
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SKILLS

- UX Design, Game Design
- Design Proposals: Wireframing, Mockups, Prototyping
- System Design: Translating user needs into underlying functional design
- Accessibility and Guidelines
- User Research: Methodologies, Data Analysis & Telemetry
- Product and Design Strategy
- Community Management
- Information Architecture
- Programming (Python, Javascript, C, C++, R)
- Stakeholder- design communication

Main Tools: Figma, Adobe Creative Suite

EDUCATION

MSc in Human-Computer Interaction, *University of Birmingham (UK)*

- Graduated with Distinction, 12/2017

BEng in Applied Computer Sciences, *Paris-Lodron University Salzburg (Austria)*

- Graduated with Merits, 11/2015

TRAINING

Certified Accessible Player Experience Practitioner

- Successfully completed training, 06-2023

CPACC Certification

- Successfully passed exam in 2021

Cambridge English Certificate & IELTS – C2 Proficiency

- Successfully passed exams in 2015 and 2023
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