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Special Skills

- ◆ **Emergent technology**— innovating interaction with hardware and software
- ◆ **Onboarding & gamification**— helping users to engage, love, and develop
- ◆ **Matchmaking & marketplaces**— discovery, transaction, and collaboration
- ◆ **UX evangelism**— campaigning for empathy and data-focused strategy
- ◆ **Lean design**— identifying fundamental needs and finding creative solutions
- ◆ **Fast paced delivery**— streamlining processes for startups, studios, and agencies
- ◆ **Technical proficiency**— establishing feasibility to build wisely within constraints

Immutable Game Studios (2019 — Current)

Building hyper-scalable games, applications, and exchanges on Ethereum

- ◆ *Gods Unchained*
- ◆ *Guild of Guardians*
- ◆ Portfolio Game partners

Senior Experience & Creative Design Manager

- ◆ **Team leadership across multiple projects and Studio partners**
- ◆ **Creative direction and innovation in new design spaces**
 - Work closely with a broad variety of departments and disciplines across studio, platform services, and portfolio partners to influence priorities and roadmaps
 - Direct external development teams to produce new content and functionality to facilitate experiments and support broader product ecosystems
 - Synchronise and align project initiatives across the organisation, to produce seamlessly functional experiences and technical integrations across products
 - Scope, hire, and manage resources within the design team, including reallocation through project changes and restructuring
 - Mentor, upskill, and foster career growth at all levels of seniority, from entry-level to first-time managers to levels above my own
 - Support and analyse customer and market research to identify key goals and features, co-design with internal and external dev teams to create tailored and efficient solutions
 - Collaborate with Marketing and Community to develop and promote lean and novel experiences, bringing players into the game and story, and increasing sales conversion

- Identify and prioritise features for growth and optimisation based on funnels and ROI projections

Sr Product & Game Design Lead

- ◆ **Live service Tradable Card Game and publishing platform**
- ◆ **Scalable Layer-2 web3 protocol, platform services, and API integrations**
- Define priorities for Immutable Platform and games' functionality, to ensure highest value for internal and partner products
- Work with directors & managers to define long-term vision and short-term strategies
Create collaborative resources to provide vital context and inform decision-making
- Scope, design, and deliver spec work in collaboration with biz dev and engineering to pitch to prospective partners
- Architect adaptable and scalable user/system flows across complex product suites
Build modular system of UX and UI components, for consistent and seamless design
- Design comprehensive analytics taxonomy, with standardised application
Campaign for rollout across the company, with complete inter-team adoption
- Introduce formal Design & Product processes during early startup phase, and manage multiple products from MVP to live iteration

SkoolBag (2018 — 2019)

UX/UI & Product Design

Enabling 40% of Australian schools to communicate and share with parents

- ◆ **Native iOS & Android mobile app, web-based console and portal**
- Supported transition of product development from outsourced to in-house
Aligned new management and development teams to coordinated processes
- Spearheaded strategy and outcome mapping to refactor product from the ground up
Communicated initiatives and goals with customers, stakeholders, and team
- Established a lean, customer-focused approach to roadmap prioritisation
Facilitated multidisciplinary workshops to frame needs and scope solutions
- Collaborated with remote development and CX teams in Australia and Sri Lanka
Defined a common design architecture with product owners and developers

Hireup (2017 — 2018)

Product & Design

Deloitte Fast50 startup, connecting clients and disability support workers

- ◆ **Web-based matchmaking marketplace for relationship and finance tracking**

- Led product and design departments through a period of major business expansion
Collaborated with diverse non-technical stakeholders to turn vision into roadmap
- Worked with community to identify use cases both common and unique to the sector
Studied service workflow patterns, mapped opportunities to anticipate barriers
- Identified key bottlenecks for growth and prioritised automation of manual processes
Designed solutions to be rolled out progressively, maximising impact and agility

Helix by Medical Director (2016 — 2017)

Senior Product Designer & Researcher

Innovating how GPs and their staff access, record, and manage patient records

◆ Cloud data portal with scheduling, billing, reference, and prescription tools

- Conducted ethnographic studies to observe unaddressed pain points
Used co-design workshops to explore directions and evolve product concepts
- Illustrated the potential for passive record data to power proactive diagnostic tools
Worked with multi-divisional stakeholders to leverage services across the business
- Crafted interactive prototypes to demonstrate experimental tools and features
Collaborated with UI dev & product teams to streamline delivery and integration

◆ Producer & Creative Director — "2021: A GP Odyssey" 360° VR experience

- Conceived a marketing initiative to bring our vision of an achievable future to life
Storyboarded a narrative to visualise concepts, tools and interfaces
- Contracted and managed a creative agency to produce the short film to spec
Coordinated internally to present the work at RACGP national conference

Search Party (2016)

Product Manager & Designer

Connecting employers with recruiters to provide better candidates and employees

◆ Web-based marketplace with tools for job matchmaking, contract negotiation

- Organised research to discover how satisfied customers actually used the platform
Proposed a major pivot of offerings to deliver better service in emergent workflows
- Mapped UX architecture with data and dev teams to establish limits and opportunities
Realigned internal philosophies to follow a more productive roadmap
- Conducted workshops and reviews with stakeholders to confirm business objectives
Scoped and wireframed workflows to illustrate new feature behaviours and benefits
- Applied Agile methodologies and evangelised for efficient design-centred processes
Supervised design and dev sprints with a focus on user-testable deliverables

UI Group (2014 — 2016)

UX Consultant

Providing external research and strategy to clients including: QANTAS, Telstra, Westpac, Foxtel, National Parks & Wildlife, NSW Office of Environment & Heritage

- ◆ **Ethnographics, codesign workshops, surveys, and data visualization**
- Worked with clients to determine project scope, budget, objectives, and goals
Designed and executed custom research plans to maximise deliverables
- Presented reports of findings and recommendations to various stakeholders
Workshopped options for followthrough implementation

Harmonix Music Systems (2007 — 2013)

Making dreams into reality for millions of aspiring rockstars and dancers

- ◆ *Fantasia: Music Evolved*
- ◆ *Dance Central 3*
- ◆ *Rock Band Blitz*
- ◆ *Dance Central 2*
- ◆ *VidRhythm*
- ◆ *Dance Central 1*
- ◆ *Rock Band 3*
- ◆ *Beatles Rock Band*
- ◆ *Rock Band Unplugged*
- ◆ *Lego Rock Band*
- ◆ *Rock Band 2*
- ◆ *Rock Band 1*

Head of Player Research

- ◆ **AAA game dev alongside manufacturers, external IP and media partners**
- ◆ **Focus on quickplay, local multiplayer, and solo campaign experiences**
- Built nascent user testing into a stable and player-focused research department
Streamlined and standardised study and validation processes with best practices
- Coordinated with leads and partners to align dev, media, and research priorities
Managed team resources across multiple projects running on staggered schedules
- Advocated for UX principles and collaborative, transparent feedback circuits
Guided player research and validation for the whole life of projects, end-to-end
- Pioneered realistic settings for research, including party settings and long-term betas
Showcased data to the team through livestream sessions and exciting stat reports
- Hired and mentored junior researchers with a focus on delegation and ownership
Encouraged up-skilling across disciplines to keep everyone employed between projects
- Consulted with PR and community teams on trends in market and player base
Workshopped with designers on diverse approaches to suit a broad range of players

Gesture & Interaction Designer

- ◆ **Novel hardware (bespoke peripherals, IR cameras), direct/indirect interaction**

- Collaborated with Microsoft on early iterations of Kinect hardware and firmware
Seeded and nurtured machine learning data of algorithmic & event-based motion input
(Taught a clumsy robot to understand the subtleties of human body language)
- Designed and tuned gestural input systems based on natural player movement patterns
Partnered with design and dev teams to showcase controls, mechanics and feedback

Novell/Ximian

Usability Consultant (2006 — 2007)

Making free open source software accessible to the wider community

- ◆ **SUSE Linux Enterprise Desktop, commercial distribution packaging**
- Designed and proctored usability tests, tracked feedback within FOSS community
Analysed feedback and curated video data into digestible reports for stakeholders
- Maintained research lab technology and resources to suit needs and budget
Upgraded facilities to allow for mobile testing, improved accessibility

Education and Academics

University of Massachusetts at Lowell (2000 — 2005)

- ◆ Philosophy
- ◆ Film & visual media
- ◆ Communications
- ◆ Gender studies
- ◆ Psychology

WUML/WJUL

1700 watts of non-profit community FM radio, run by students for over 50 years

- ◆ **Program Director**
- ◆ **Class I Licensed Radio Operator**
- Trained and managed on-air staff of 70+ student and community DJs
- Built and curated the station's web and streaming presence
- Performed extensive community outreach to best serve niche populations
- Negotiated long-term contracts with various intra-University organisations

Personal Interests

- ◆ Sustainable technology
- ◆ Travel and anthropology
- ◆ Accessible design
- ◆ Nature and biology
- ◆ Yoga, dance, ergonomics
- ◆ Culinary history

◆ Fiber arts

◆ All things mechanical