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Portfolio · gary-cox-portfolio.pages.dev
Personal projects · gcimagine.com

Gary Cox

PRODUCT DESIGN LEADER · UX STRATEGY · CUSTOMER EXPERIENCE

EXPERIENCE AT A GLANCE

35	30	10	70+	500M+
YEARS IN INTERACTIVE ENTERTAINMENT	YEARS IN ART DIRECTION	YEARS LEADING UI/UX	PRODUCTS & GAMES	MOBILITYWARE LIFETIME DOWNLOADS

The MobilityWare download figure represents the company's portfolio, not an individual project or personal attribution.

PROFESSIONAL SUMMARY

Product design and creative leader with 35 years of experience building consumer-facing digital experiences, including 10 years leading UI/UX at MobilityWare. Oversaw art direction, visual design, and user experience across 12 mobile products simultaneously, with a strong focus on customer engagement, retention, and continuous improvement.

Experienced in translating customer feedback, product analytics, and experimentation into actionable design decisions. Directly defined and guided A/B tests across product experiences, working through test concepts, unique variations, design, and implementation. Led multidisciplinary teams and partnered with product, engineering, production, analytics, and marketing to connect customer needs with business objectives.

Combines strategic product thinking with deep design craft, cross-functional leadership, and hands-on execution. Continues to design and ship original products, bringing the perspective of both a design leader and independent product creator.

PROFESSIONAL EXPERIENCE

Founder · GC Imagine

2025 – Present

Independent product development · St. George, Utah

Founded an independent product development practice focused on designing, building, and shipping original digital products.

- Lead products from concept and architecture through UX strategy, interaction design, visual design, prototyping, implementation, testing, and release.
- Apply a customer-first approach to navigation, usability, interaction, and reducing friction throughout the product experience.
- Combine design, technical implementation, and product thinking to take ideas from initial direction to finished products.
- Use AI daily across concept development, design exploration, prototyping, and implementation, directing the process to accelerate work without sacrificing creative intent or quality.
- Current project: **ARIA: Space Frontier**. Other shipped products include Calculator: No Ads (640K+ downloads), Pro Toolbox Measure & Build, Positive News, and additional independent apps.

Portfolio: gcimagine.com

Senior Art Director · MobilityWare

April 2016 – October 2025

Irvine, California

Led art direction, design, and UX/UI across a portfolio of 12 consumer mobile products simultaneously, balancing creative direction, product experience, team development, and ongoing business priorities.

- Led 3–5 UI/UX designers, alongside artists, animators, and technical artists—approximately 10 individual contributors under my direction.
- Oversaw the player-facing experience from first-session onboarding and tutorials through navigation, progression, ongoing engagement, and return visits.

- Directed design across menus, HUDs, level selection, meta systems, events, stores, monetization, rewards, social features, and other core product experiences.
- Made customer engagement and long-term retention central priorities, working with multidisciplinary teams to continually improve experiences and give customers meaningful reasons to return.
- **Directly shaped A/B testing strategy and execution.** Identified what needed to be tested, defined unique test variations, and guided how those experiences should be designed and implemented.
- Led experimentation across app icons, game features, in-app pop-ups, and GDPR-related experiences, among other product areas. Testing was a regular operating practice, often conducted weekly and sometimes monthly across the portfolio.
- Connected design decisions to measurable product and business outcomes, using experiment results to evaluate approaches and guide subsequent improvements.
- Regularly reviewed customer feedback and app-store reviews, looking for recurring themes, common frustrations, and opportunities. Translated those insights into design plans and potential product improvements.
- Participated in usability testing and used customer feedback, available analytics, and A/B test results as complementary inputs to design decisions.
- Partnered with game design, engineering, production, analytics, and marketing to align customer experience, product goals, and implementation.
- Directed design reviews, iteration, and implementation review through release, ensuring that design intent translated into the actual product.
- Introduced Figma to the studio by bringing in specialized expertise, establishing workflows, expanding adoption beyond the design team, and guiding its use across the organization.
- Expanded and developed the remote design team during COVID, including hiring, mentorship, performance reviews, and ongoing creative development.

Studio Art Director · Petroglyph Games

August 2003 – March 2016

Las Vegas, Nevada

- Directed visual development and art production for AAA real-time strategy titles, including *Star Wars: Empire at War* and its sequel.
- Led multidisciplinary creative teams across concept art, animation, environment design, and technical art.
- Partnered with design and engineering to translate complex game systems into cohesive player experiences.
- Established global outsourcing pipelines and helped expand the studio into mobile development.

Art Director · Electronic Arts / Westwood Studios

June 1996 – August 2003

Las Vegas and Los Angeles, California

- Art Director for *Earth & Beyond*, leading a 15-person team through a five-year development cycle.
- Pre-production Art Director for *Command & Conquer: Tiberium Wars* and *The Lord of the Rings: The Battle for Middle-earth*.
- Art Director for *Emperor: Battle for Dune*.
- Artist on *Lands of Lore III*.

Earlier experience

- **Northstar Studios** · Senior Artist to Art Director · 1994–1996
- **Tsunami Media** · Artist and Art Direction · 1991–1994
- **Sierra On-Line** · QA and Junior Artist · 1991

Selected early credits include *King's Quest V*, *Space Quest IV*, *Police Quest III*, *Ringworld*, *Return to Ringworld*, *Aftermath*, and *Monstrous City*.

SELECTED PRODUCT & GAME CREDITS

Consumer mobile products — MobilityWare

Solitaire, Hearts & Spades, Solitaire Match 3, Bubble Shooter Pop, Cribbage Daily, FreeCell, TriPeaks, Mahjong, Sudoku, Spider Solitaire, and Vegas Blvd Casino.

Art direction and UX/UI leadership across a company portfolio exceeding 500 million lifetime downloads.

Interactive entertainment

- *Star Wars: Empire at War* — Art Direction
- *Earth & Beyond* — Art Direction
- *Command & Conquer: Tiberium Wars* — Pre-production Art Direction
- *The Lord of the Rings: The Battle for Middle-earth* — Pre-production Art Direction
- *Emperor: Battle for Dune* — Art Direction

DESIGN LEADERSHIP & APPROACH

Customer experience & engagement

Creating intuitive experiences that help customers understand a product, accomplish their goals, discover value, and find reasons to return. Connecting onboarding, navigation, progression, and ongoing engagement into cohesive experiences.

Customer empathy & insight

Looking beyond individual comments to recognize recurring customer needs and frustrations. Turning feedback into practical design opportunities while balancing customer expectations and product objectives.

Design craft & execution

Bringing together information hierarchy, interaction design, visual communication, typography, motion, and prototyping. Staying engaged through implementation to protect the intended experience.

Experimentation & continuous improvement

Defining A/B test concepts, variations, and implementation approaches. Using measurable outcomes, customer feedback, and product insights to evaluate design decisions and guide iteration.

Product strategy & systems thinking

Connecting individual features and interactions into cohesive product experiences. Balancing customer needs, business priorities, design quality, and implementation realities.

People & cross-functional leadership

Developing designers through clear direction, constructive critique, mentorship, and ownership. Building alignment with product, engineering, analytics, and other partners around a shared experience vision.

TOOLS & PRACTICES

Figma · Adobe Photoshop · Unity · Perforce · Git

Product design strategy · UX/UI leadership · Interaction design · Prototyping · A/B test design · Customer feedback analysis · Analytics-informed design · Design reviews · Agile development · LiveOps · Team leadership · Mentorship · Outsourcing

AI-assisted concept development, design exploration, prototyping, and implementation.

Certifications: Apple Ads Certified · Leading with Emotional Intelligence Certified