

Saige Moon Bock

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Skills

Software: Adobe CC, Figma, Canva, Unreal, Unity, Blender
Design: UI/UX, UI Art, Graphic Design, Branding, User-Focused Design, Prototyping, Wireframes, User Research, QA, WCAG
Programming: HTML, CSS, Javascript

Experience

UI/UX Designer - Client Projects, MAGIC Spell Studios

11/2024 – 05/2025 | Rochester, NY

- Engage with and build a relationship with clients to ensure understanding over design requirements
- Incorporate client critique into designs successfully
- Actively participate in user research and QA testing
- Design creative solutions to improve usability and player engagement for client games in Figma and Unity from user flows to UI art assets and prototypes

Lead User Experience Designer, Accessible Learning Labs

09/2023 – 10/2024 | Rochester, NY

- Designed free labs for an NSF funded project that gamifies accessibility and machine learning education
- Led and mentored a team of junior designers
- Constructed new lesson plans based on cognitive psychology
- Built a new branding package and asset library

User Experience Co-op, American Honda Motor Company

01/2024 – 04/2024 | Torrance, CA

- Created UI assets and a mock up for a new brand accurate Acura Charging Station Locator using Figma
- Designed solutions for a NPO lease in the Acura ZDX check-out
- Conducted and collected data from user interviews to inform design decisions and increase app usability
- Executed a co-op volunteer event for the 2024 AGPLB

Media Intern, Cascades - Greenpac Mill

05/2023 – 08/2023 | Niagara Falls, NY

- Led the design process for 11 marketing projects with Adobe CC
- Increased social media followership by 270% and interactions by 500% with a new social media strategy using psychology and data to understand the behaviors of our target audience

Leadership Positions

Lead Media Mentor, FIRST Robotics Competition Team 3838

03/2023 – 01/2025 | Rochester, NY

- Supplement the education of Rochester City School District students with design skills

PR Chair, Computing Organization for Multicultural Students

08/2022 – 05/2025 | Rochester, NY

- Elected to create content and assets to market COMS to students at RIT using a cohesive brand
- Create and maintain posting schedule on both Instagram as well as LinkedIn while boosting engagement
- Author a weekly newsletter to over 880 recipients

Education

Rochester Institute of Technology, Bachelor of Science in Media Arts and Technology, Minor in Psychology, Minor in Anthropology and Sociology

Personal Projects

Corporate Conundrum, Hackathon Team Project

- *1st place in Highlighting Underrepresented Diversity in Tech*
- Created and managed UI and UI art assets
- Designed accessible game UI for mobility, hearing, and visually impaired individuals

Voyage, Hackathon Team Project

- *1st place in the Sustainability Category at CSH Hacks*
- Utilized Figma to design a high-fidelity mock up
- Prioritized accessibility and usability while guiding the user through our goal actions

Loopin' Louie, Game Jam Team Project

- Drew all 2D custom assets in LibreSprite including UI art, backgrounds, and characters
- Designed all UI/UX in Figma

ApolloLink, Hackathon Team Project

- Collaborated to create an intuitive UI for medical professionals
- Pitched a Figma mock-up to a panel of judges at HackHarvard

Society of Software Engineers Website Redesign,

Team Project - bit.ly/44hbswr

- Lead UX Designer for the SSE's website redesign initiative
- Increased WCAG compliance to 100% from 33%
- Demonstrated a high-fidelity figma mock-up to a council of industry professionals and professors

Harvesting Hope, Hackathon Team Project

- Designed accessible game UI and cutscene sequences, using psychology to heighten user engagement

Colorado College of Art Acceptance Packet,

Team Project - bit.ly/ColoradoCOA

- *1st place in the 2022 Nationwide Canon UIP Competition*
- Spearheaded a successful rebranding initiative
- Designed 5 unique pieces with VDP capabilities

Awards and Certifications

2024 In It Together Scholarship, Blizzard

- Selected as an active participant in the gaming industry who is helping to lead the charge towards a more inclusive future in both the culture surrounding gaming and game development

Inclusion in Gaming Scholarship, Activision Blizzard King

- *1 of 10 individuals selected worldwide* as a promising future member of the gaming industry and champion for inclusivity
- Representative of Activision Blizzard King at GDC 2024
- Engaged with accessibility in gaming lessons at UX Summit talks

Five Nights at Freddy's Photo Design Competition,

Dave & Buster's

- *1st Place Award*
- Showcased creativity in visual storytelling through digital design

Social and Behavioral Research Certification, CITI Program

- Record ID: 65309053
- Understand behavioral research and how to protect subjects

Languages

English (Native), **Japanese** (Fluent - Past Resident), **American Sign Language** (Beginner - Classroom Education)