Rory Starks

PRODUCT UX DESIGN & DEVELOPMENT

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SUMMARY

Innovative product designer with over 15 years of experience creating award-winning games, smart appliances, and consumer software. Proven success in leading cross-functional teams, creating user-centered designs, and developing procedural content generation systems. Expert in rapid prototyping, front-end development, and game design, with a track record of driving product success through analytics, user research, and prototyping.

EXPERIENCE

Senior Product UX Designer

Series Entertainment (12/2025 – 5/2026)

- Designed the launch UX for an online generative AI game development and distribution platform.
- Utilized the Figma MCP to generate responsive rapid prototypes from the design system and screen mockups.

Freelance Designer

Freelance (Name Withheld) (Summer/Fall 2025)

- Designed responsive UI/UX for an immersive web-based interactive fiction game.
- Utilized Figma and Tailwind component libraries to build custom assets, screens, flows, and prototypes.
- Defined assorted color palettes and themes to support a variety of genres.
- Created new user interaction models to highlight new features and concepts.

Senior Designer

Bricks, Inc. (1/2024 – 10/2024)

- Designed AI-focused chat creation features for a powerful web-based productivity and collaboration app that increased installs 10x.
- Created mockups, user flows, and interactive prototypes to demonstrate key UX concepts.

Design Director and Senior Product Manager of Platform

Brava Home, Inc. / The Middleby Corporation (4/2017 – 12/2024)

- Led a post-launch embedded software design update that increased sales and boosted the product's net promoter score after a significant pivot.
- Designed key features and drove product strategy by leveraging analytics, user research, and cross-platform development in ReactJS.
- Architected a procedural content generation system that produced over 7,000 new recipe programs in one release.
- Developed device-specific HMI prototypes using Figma, Unity, and JavaScript to enhance usability and user engagement.

Director of User Experience

Kiwi, Inc. / SGN Games / Jam City (6/2012 – 3/2017)

- Developed a networked, online 3D prototype in Unity to streamline gameplay testing for designers and QA.
- Designed the UI for mobile games, from wireframes to final assets, coordinating with artists and engineers.
- Built internal tools to enhance asset preparation and build integration, increasing project bandwidth.
- Managed a team of UI artists and designers on-site and remotely, fostering collaboration across teams.

Senior User Interface Designer

Disney Interactive Media Group / Playdom (10/2009 – 5/2012)

- Created wireframes, user flows, and prototypes for social games, including the award-winning *Gardens of Time*.
- Helped establish best UX practices across a global portfolio of games, leveraging analytics and user feedback.

EDUCATION

Master of Science in Immersive Mediated Environments

Indiana University (2005 – 2007)
Focus – Game Design and Virtual Worlds

Bachelor of Arts in Telecommunications

Indiana University (2005 – 2007)
Focus – Multimedia / Web Design and TV Production

SKILLS & KNOWLEDGE

Design Tools

Figma, Sketch, Zeplin, Photoshop, Illustrator, Blender, Maya, InDesign, After Effects

Front-end Programming

C#, JavaScript, HTML, CSS, PHP, MySQL

AI, Prototyping, & Game Development

Cursor, Claude Code, Unity, GameMaker Studio 2

Collaboration Tools

Coda, Notion, Bricks

ACHIEVEMENTS

U.S. Patent D1080671

Brava Oven *(2025) Display screen or portion thereof with graphical user interface.*

U.S. Patent D960188

Brava Oven *(2022) Display screen or portion thereof with graphical user interface.*

U.S. Patent D916772

Brava Oven *(2021) Display screen or portion thereof with graphical user interface*

Innovator Award

Brava Oven
SAMCEDA (2019)

Best Cooking Tech

Brava Oven
Parents Magazine (2019)

Best Browser Game

Gardens of Time
BAFTA (Nominated in 2012)

Most Popular Game

Gardens of Time
Facebook (2011)

Best Social Game

Gardens of Time
GDC Online (2011)

RELEASED WORKS

RUN.game *(2026)*
Bricks *(2024)*
Brava Smart Oven *(2018)*
Joyride *(2016)*
Ballistics *(2015)*
Age of Espers *(2014)*
AdLooper *(2014)*
Enemy Lines *(2013)*
Shipwrecked *(2012)*
Disney Animal Kingdom *(2012)*
Gardens of Time *(2011)*