



www.normanlaudesign.com

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WORK EXPERIENCE

Senior UX Designer at Possibility Space

Sep 2022–Apr 2024

Edmonton, AB, CA (Remote)

Possibility Space focused on bringing the freedom and fun of roleplaying with your friends to video games. I worked on an unreleased project, helping to imagine and prototype the player experience. I also contributed to building a consistent design system of interactive components and visual styles.

Senior UX Designer at BioWare

Jun 2020–Sep 2022

Edmonton, AB, CA

BioWare makes industry-recognized, story-driven video games like Dragon Age, Mass Effect, and Anthem. I worked on Dragon Age: Dreadwolf, designing player flows and visualizing in-game interfaces. I owned the UX design of key features and collaborated with systems designers, UI artists, technical designers, and programmers to iterate on the implementation of those features.

Associate Creative Director at Second Story (now part of Razorfish)

Jul 2011–May 2020

Portland, OR, US

Second Story designed interactive digital exhibitions and experiences across cultural and brand spaces, including projects for SFMOMA, the National Archives, and Nike. I created experience design principles and concepts that guided projects, orchestrated client communications like presentations and workshops, and coordinated team creative efforts to ensure a cohesive vision for how people experienced the final product. Additionally, I spent time researching, writing, wireframing, storyboarding, diagramming, and prototyping.

EDUCATION

Master of Design in Interaction Design, May 2011

Carnegie Mellon University, Pittsburgh, PA, US

Bachelor of Science in Computer Engineering, May 2008

University of Alberta, Edmonton, AB, CA