



# Hello, I'm Zared Redding

Gameplay Technical Designer & User Interface Engineer

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LinkedIn 

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## Experience

### Electronic Arts Tiburon, Central Football Gameplay

Lead the implementation of data driven animations, and visuals for the UI surrounding multiple back of the box gameplay mechanics, predominantly Skill Based Passing, for Madden 23. Extended C++ pipelines for data structure and hand off from the core gameplay code base to the Frostbite engine. Refactored a UI pipeline for mutability across multiple game mechanics. Extended the animation, hierarchical layout, and platform specification for multiple in-game UI indicators within our core framework for Madden and NCAA. Assisted in finding, fixing, and patching bugs from production through the launch of Madden 23.

Technical Experience Designer II | January 2022 - Present

### You Are Here, an Experience Agency

Lead the engineering, technical art, asset pipelines and implementation on a plethora of interactive 2D and 3D experiences such as touch kiosks, games, desktop & mobile applications, and creative websites using both the Unity and Unreal real-time development engines. Built ground up virtual, augmented, and mixed reality experiences as a form of storytelling on various mixed reality SDK's, plugins, and platforms. Manufactured a set of highly optimized and extendable internal libraries for interface based applications to reduce the amount of time and friction between repetition of products. Assisted pioneering the utilization of projection mapping, photogrammetry, and computer vision to meet our clients needs and expectations.

Sr. Interactive Developer | April 2021 - January 2022

Interactive Developer | January 2020 - April 2021

Jr. Interactive Developer | December 2018 - December 2019

Software Development Intern | May 2018 - December 2018

## Education

### B.S. Computer Game Design and Development

Kennesaw State University | August 2015 - December 2019

## Credits

### EA Sports Madden NFL 23, Summer 2022

Technical Experience Designer | EA Tiburon

## Skills

### Engines

| Unreal 4 & 5 | Frostbite | Unity  
| PlayCanvas | ThreeJS

### Platforms

| PC and Mac | Xbox Series X | PS5  
| iOS and Android | Xbox One | PS4  
| Meta, SteamVR | ARCore, ARKit, Vuforia, 8th Wall

### Source Control

| Perforce (P4V) | Git

### Languages

| C++ | C# | JS  
| Visual Scripting | Shader/Material | HTML/CSS

### Design

| Photoshop | Illustrator | Blender  
| Game Theory | Rapid Prototyping  
| Goal Directed Design