



Ritchie Fernando

Senior UI/UX Designer



work experience

2023–present

Playside Studio Senior UI Artist

- Spearheading the UI team of the **External Projects Business Unit**
- Worked on **Meta Sid Meier's Civilization VR**
- Worked on **Meta Horizon World Bobber Bay Fishing**
- Worked on **Meta Horizon World Survive**
- Worked on **Meta Horizon World Salmon Springs**

2014–2023

Electronic Arts Experience Designer

- Worked on **Real Racing 3**
- Worked on **Need For Speed : No Limits**

education

2013–2014

Swinburne University

- Bachelor of Digital Media Design

2008–2011

The One Academy

- Diploma of Multimedia Design

certification

2017

General Assembly

User Experience Circuit

profile

About

Hi, I'm Ritchie — A Digital designer passionate about crafting engaging experiences across UI/UX, motion graphics, graphic design, and game design.

I believe great design sits at the intersection of usability, creativity, and visual impact. My approach is simple: clear direction, thoughtful execution, and ideas that solve real problems.

I'm constantly exploring new trends, tools, and ways of thinking to keep my work fresh and relevant.

When I'm not designing, you'll find me reading philosophy and psychology books, enjoying drams of great whiskies, taking photos, or playing soulslike video games.

skills

Software/App

- Figma
- Adobe Illustrator
- Adobe Photoshop
- Adobe After Effects
- Colour Checker
- Blender
- Midjourney
- Cursor
- Microsoft Office

expertise

Competency

- Game Art
- UI/UX design
- Design System
- Branding
- Logo Design
- Website Design
- Label Design
- Motion Graphics
- Wireframing
- Prototyping
- Concept Vis
- Concept Pitching
- Style Guide

Language

- English (Professional)
- Indonesian (Native)
- Chinese (Beginner)

contact

Email

hello@ritchiefernando.com

Phone

+0416005385

Website

ritchiefernando.com

references

Contacts upon request