

Martin Nayeri

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LEAD DESIGNER / EVERYBODY HOUSE GAMES

- Created the visual identity and brand system for Q-UP — typography, color, iconography, and graphic language.
- Directed UI animation and dynamic layout/typography systems as an extension of the broader brand identity.
- Developed custom tooling to streamline the design-to-animation workflow, bridging visual design and in-engine implementation.
- Curated a strong sonic identity to match the overall visual aesthetic.

DESIGNER / NETFLIX

- Designed & implemented user flows and interactions for Netflix's push into games.
- Translated client needs to user-centered design decisions to enhance engagement.
- Art directed audio & visual components of Netflix's digital experiences.
- Presented prototypes to stakeholders and developers.

UX & PRODUCT DESIGNER / COACH

- Concepted, developed, and released a mobile, 3D, browser-based experience for Coach's *Give a Little Love* winter campaign.
- Coordinated alternate versions for physical retail and other worldwide activations.

EXPERIENTIAL DESIGNER / COACH

- Designed multi-platform shopping experiences, employing user-centered design. (Tmall, Go Rogue, Find Your Courage, LNY)
- Created an interactive generative art installation at iAPM Mall in Shanghai, enhancing customer experience.

INTERACTIVE DESIGN INTERN / HUSH

- Developed UX wireframes and prototypes, designed userflows from research & A/B testing, collaborating closely with developers to ensure seamless functionality.
- Designed and helped strategize compelling pitch decks to support creative and business development. (LinkedIn, PEN1, Veritas, ParkModern)

CHRONO / PERSONAL

a game for two players — a platform-fighter splattered with neon glow, kinetic movement, and just a sprinkle of bullet time. Fully designed, built, and released by me.
Shown at Wonderville & Brooklyn Brewery. 100,000+ downloads on Steam.

skills →

Designing in Figma, Sketch, Illustrator, Photoshop, After Effects, C4D.

Developing in Unity, VSCode, Web (HTML, CSS, JS), Cursor, [using] Agile.

Programming in C, C#, Java, Swift, Python, Lua, Git.

education →

New York University

Bachelor of Fine Arts and Science in Game Design, Minor in Computer Science.