

208.819.4627

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[My LinkedIn](#)

MIRANDA BUECHLER
User Experience and Interface Design

**This is an interactive CV with live links for your convenience.*

A UX/UI designer focused on retention, optimization and accessibility. I am eager to leverage my creative thinking and solution-driven methodology to create experiences that are intuitive and drive better outcomes.

Key Achievements

Recognized by renowned UX industry leader, Ivy Sang, for excelling in advanced interface component design, shaping user experiences and user engagement, and overcoming feasibility challenges.

Tools

- Figma, FigJam, Figma Make
- Adobe Creative Suite (Ai, Ps, Id)
- Google Suite
- Microsoft Office Suite
- JIRA and Trello
- Unity Engine
- Visual Studios: C#

Hard Skills

- Iconography, typography, color theory, information hierarchy
- Visual languages of design; cognitive science of design
- Mapping user experience goals, strategic direction and KPIs
- User flows, cross-functional wireframes, mockups, communication architecture, interactive prototypes
- Facilitating user testing to gain qualitative and quantitative insights

Experience and Projects

Principal User Experience & User Interface on Esports Team Manager

Jan 2025 - Dec 2025 | The Brain Trust

Market Research – Competitive analyses to assess current and potential industry competitive landscape

User Interface – Strategized design to **bridge the gap between our goal and our target** audience; Elevated brand presence - create and maintained organized library of design assets, templates and style guide; Led stakeholder briefings - clearly communicated guidance, processes, solutions; **Implemented components** into engine

User Experience – Drove **interaction strategy** with feature flow charts, prototypes and feature achievement maps; Actively participated in collaboration with **cross-functional teams** to reach a common goal by sharp deadlines; Reiterated wireframes and prototypes in response to user testing; Set and measured feature designs using KPIs; **Shipped Esports Team Manager** to Steam in Dec 2025

Creative Director on Rainbow Seeker: Race Against Time

Nov 2024 | Miranda Buechler Design

UX/UI Lead – Responsible for **setting metrics and design direction** of level design and **player interaction**; Led **iterative design** and technical-oriented playthroughs I later used to make **user-informed design decisions** under tight deadline (one week); Spearheaded the design and implementation of title menu and HUD interaction

Producer – Defined the goal and scope of the gaming experience; Led **product strategy**; Set and followed KPIs to meet **production timeline**, goals and tight deadline

Creative Director – Established the art style based on exploring new ideas and trends; Responsible for illustrating all sprites and 2D assets; Led the implementation of sprite sheets, prefabs and backgrounds in engine

Developer and Engineer – Responsible for creating and scripting game system in C#; Implemented audio

Diablo Immortal UX/UI Study - New Feature and Player Retention for Mobile and PC

Mar 2024 - Apr 2024 | Miranda Buechler Design (through ELVTR)

User Market Research – Identified target audience and what they want; Researched for desirability, usability, feasibility, scalability; Identified areas to improve **user engagement** and **quality of life**

User Research – Chose user test method that aligned with goals and resources; A/B testing methods, task-based methods, 5-second method; Gathered quantitative data and qualitative feedback; **Identified audience needs**

UI Design – Built three-staged interactive cross-functional prototype to demonstrate gameplay improvement with **clearer habit-reward notifications**; Identified three key solutions to solidify **intrinsic and extrinsic motivation** to bring users back and solidify user habits (KPI); Prepared cross-functional wireframes to show stakeholders

UX Design – Defined the goal and scope of new features and **user engagement improvements** aimed to increase **early retention**; Built flow charts to map custom character expansion and **user-learning improvement**; Strategized for risk management, business goals and Day-1 retention; Created slide decks for stakeholder buy-ins

Commercial Print and Design Manager, Graphic Design

May 2019 - May 2023 | Perfect Press Printing

Graphic Design – Led client consultations; Translated client visions into effective design solutions; Achieved ~70% conversion rate of consultation-to-client; Strategized clients' cohesive campaigns, digital assets, packaging and printed marketing that increased brand recognition for numerous clients; Presented design solutions to clientele; Design for print, web and socials; Work within budget and time requirements

Branding – Created, maintained and expanded brand libraries with 80+ clients to project their companies' values, aesthetic and message across multiple mediums; brand strategy; maintained organized library of design assets and templates

Commercial Manager – Project and team management; Daily team collaboration; Pipeline management; Oversaw and participated in multiple projects at a time from concept to launch; Contributed to company growth strategy; Grew and retained customer base by 20%; Assisted directors with internal creative developments

Education

- Advanced UX/UI For Gaming with Ivy Sang (through ELVTR)
Certified, May 2024
** Received endorsement from UX Leader, Ivy Sang
- Introductory Game Development, The Indie Game Academy
Certified November 2024
- AAS in Graphic Design, North Idaho College

Soft Skills

- Ability to adapt to shifting priorities while maintaining a high level of integrity and quality
- Ability to communicate with multiple stakeholders on design pitches and project updates
- Cross-functional collaboration; deeply values team-building
- Motivated and detail oriented with strong communication skills
- Eagerness to adapt to company customary practices; receptive and versatile
- Passionate about community, inclusivity, and accessibility

References available upon request.

Let's connect!

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