

Hillary Proctor

Associate UI Director

Design Operations & AI Transformation

Redwood City, CA

925.984.3077

hillyjane@gmail.com

hillaryproctordesign.com

linkedin.com/in/hillaryhopper

SUMMARY

Design leader with **17+ years in design and 12+ at Electronic Arts**, running zero-to-one UI and UX direction in ambiguous, unannounced spaces, plus the design operations behind it: resource planning and headcount requests, budget cases, and the executive narrative decks that fund the work. A director who still builds, hands-on with AI tooling today.

CORE COMPETENCIES

Design Operations (resource planning, headcount, budget) · Executive Communication (decks, sign-off documents) · AI Transformation, hands-on (LoRA, Figma plugins) · Zero-to-one, blank-page leadership · Cross-functional partnerships · Design critique and quality bars · Design systems · Unity, Unreal, UI middleware fluency

EXPERIENCE

ELECTRONIC ARTS

Associate UI Director

Mar 2024 to Present · Redwood City, CA

- Direct zero-to-one UI and UX direction for an unannounced major-franchise title, leading 12 visual designers in a 40-person XD organization of internal and global partner designers.
- Drive UI team resource planning: request headcount, write the briefs for formal requests, and build budget and resourcing cases.
- Ship executive-ready narrative decks, style guides, and initiative sign-off documents.
- Author a living roadmap of XD AI initiatives, built from scratch by listening to the team and turning designer-surfaced problems into funded work.
- Pitched and now lead AI initiatives project- and org-wide with Maxis, pairing with the Technical Director on broader efforts: led a team of 8 building a generative-AI icon tool (custom LoRA on the game's icon styles, Figma plugin), carried from funding pitch to completion deck and now used by external and internal designers.
- Personally designed and built a design browser, using AI tooling, that indexes hundreds of UI screens.
- Validated direction with 2 player-experience and 2 usability studies; reception landed on-brand, bright, whimsical, playful.
- Led the UI-design side of a cross-functional tech-stack evaluation (Noesis and Coherent vs. Flash/Scaleform), advocating the UI point of view on time, risk, migration, and retraining trade-offs.

ELECTRONIC ARTS

Senior Experience Designer, The Sims 4 & Visual Design Lead, Unannounced Title

Mar 2019 to Mar 2024 · Redwood City, CA

- Visual Design Lead on an unannounced title (2021 to 2024): established the visual style from scratch, led feature pods, and worked closely with project leadership, until leadership requested the move to an even larger unannounced title, the current role.
- Designed the experience for the Cottage Living pack (a centerpiece expansion), CAS Stories, the world map and navigation UI, and led the full Main Menu redesign, the game's front door.

ELECTRONIC ARTS

Senior UI Designer, then Lead UI Designer, The Sims Mobile

Feb 2014 to Mar 2019 · Redwood City, CA

- Led the visual experience; established the creative direction and built a scalable UI system for The Sims brand on mobile, designing and implementing UI hands-on in a team of 5 UI and 4 UX designers.

CAREER FOUNDATION

TinyCo · Senior UI Designer 2011 to 2013 UI design across Tiny Village (top-grossing App Store 2012), Tiny Zoo, and Tiny Castle.

Earlier: Chriply · UI/UX Designer 2011 (end-to-end e-commerce) · PEC, Inc. · Web & Graphic Designer 2009 to 2011 (military language-training UI) · **Education:** Bryant & Stratton College, Interactive Media Design, Summa Cum Laude.