Luan Rosa

Product Designer | Game UI/UX and Player Experience

Brazil · Open to international remote roles | luanrosa.ux@gmail.com | Game UX portfolio | LinkedIn

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Product designer with 5+ years of professional UX experience. In my independent game UX work, I use gameplay observation, interaction prototyping and controller-based testing to study how players read HUD feedback and act on it.

INDEPENDENT GAME UX WORK

Red Dead Redemption 2 | Interaction target selection study · 2026

- Observed target selection in gameplay and compared three HUD directions. Built a Figma prototype operated with a PS5 controller to evaluate target recognition and switching.
- All seven participants associated the L2 prompt with the indicated character and completed target switching in the tested scenario after an earlier visual evaluation of the proposed design.

Fortnite | Progressive companion app concept · 2022

- Designed a responsive companion app prototype covering the locker, Battle Pass, quests, shop and map. Identified live service and account integration requirements for future feasibility review.

O Meio Noob | Independent game design analysis · Ongoing

- Research and produce video essays on how interface feedback, accessibility and game mechanics shape player behavior.

PROFESSIONAL EXPERIENCE

Object Edge | Experience Designer · Mar 2023 to Present

- Sole designer for an airport lounge management platform. Defined eligibility states, exception paths and next actions. The agent MVP was approved after an on-site airport demonstration.
- Collaborate with product, engineering and QA on responsive UI, interaction states, component behavior and implementation across enterprise and commerce products.

Tastemakers: AI Training Contributor for Product Design, Apr 2026 to Oct 2026
Conquer Business School: Product Designer, Jun 2022 to Feb 2023

SKILLS AND TOOLS

Player research, HUD feedback, controller-based usability testing, interaction design, accessibility, design systems, Figma and Claude Design.

EDUCATION AND CREDENTIALS

Postgraduate Degree in Product Management · Associate Degree in Computer Science · Bachelor’s Degree in Architecture and Urban Planning · Salesforce UX Designer certification.

Portuguese (native) · English (fluent)