

Ari Bilow

UX | Product | Interaction Design

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Hi, I'm Ari and I know how to make products that people love...

For 20+ years I've made games and software as a UX Designer, Design Lead, Concept Artist, and Systems Designer. I can design and implement a system myself, or lead a team to target execution. I am versed in SaaS B2C contexts, with a diverse history in AAA and Indie development. I'm an expert in architecting complex systems for millions of users, translating business goals into end-to-end systems that increase long-term retention and engagement.

WORK

Bungie, Design Lead: Engagement Systems 03/2023 – 06/2026 | Bellevue, WA
DESTINY 2 (D2)

- Led cross-functional teams that consistently delivered on time, within budget, all while growing engagement.

D2: MONUMENT OF TRIUMPH

- Led legacy UI/UX content migration, optimizing user flows and onboarding to funnel users into core features.
- Ran ideation & feature synthesis. Penned several design one-pagers including initiatives on destination activities, a reemphasis on diegetic NPC storytelling, and leveraging the UI to funnel players. This release would end up:
 - Revitalizing the core exploration and social loop experience (**5 out of the top 10** activities are public events).
 - Holding the **top 1st, 2nd, and 4th selling** spots on Steam concurrently during the launch week.
 - Attracting the highest player counts on Steam in years (**168k concurrent / 1m DAU**).

D2: RENEGADES

- Oversaw end-to-end UI/UX for the primary campaign navigation hub (Holomap), optimizing information architecture and multi-destination data mapping for an estimated 420k daily active users.

D2: EDGE OF FATE

- In addition to lead responsibilities, successfully pinch-hit to run all Design efforts on parent Engagement area, shipping the Activity Customization feature while senior leads were on leave.

Bungie, Design Lead: Social Systems 03/2023 – 04/2025 | Bellevue, WA
D2: THE FINAL SHAPE

- Led design, UX design, implementation, cross team coordination, and post launch iteration for the **popular** In-game matchmaking discovery system, Fireteam Finder. **315k concurrent / 2.7m unique** users on Steam.
- Shepherded moderation standards and COPPA compliant age restrictions and settings, integrating third-party automated content moderation APIs to ensure platform safety compliance.

GENERAL

- Authored the Social Systems framework, which **provided cross-discipline, prosocial guidelines**.

Bungie, UX Craft Lead / Design Systems Lead 05/2022 – 06/2026 | Bellevue, WA

- Owned standards for UX process, cross team engagement, artifacts, and documentation for Destiny 2.
- Provided feedback and direction on PC & Console accessibility standards (similar to WCAG)
- Architected, standardized, and evangelized the Destiny 2 Figma component library, with a robust atomic content library schema that **reduced UX design delivery times up to 80%** and **lasted through the D2 lifecycle**.
- Served as the hiring manager for UX Designers and participated in dozens UI and Design staff interviews.
- Managed and mentored UX and Visual designers from hire through advancement.
- Optimized the localization and implementation pipeline for inline iconography, reducing cross-functional engineering friction and improving text readability for global users.
- Co-authored studio-wide design values that inform **standards and approval for all new systems**.

Bungie, Staff UX Designer 10/2021 – 06/2026 | Bellevue, WA
MARATHON: SEASONS 2-5

- Designed and implemented Key Template updates that **fixed degenerate play** and **improved sentiment**.
- Designed critical updates for Unannounced UI features (Marathon: Seasons 3 - 5).

D2: THE WITCH QUEEN

- Drove UX design for Crossplay, mapping hundreds of complex edge cases, state permutations, platform dependencies, and user entitlement matrices to ensure a seamless authentication experience.
- Designed the UX and drove investment, sentiment, and engagement targets for Weapon Crafting, establishing the player's relationship with the item as a key goal for the system.
- As part of that effort, penned design one-pagers for cosmetic, weapon progression, and long term value-adds for Weapon Crafting, that were implemented and **fostered the feature's long term engagement**.

Bungie, Senior UX & Visual Designer

08/2018 – 09/2021 | Bellevue, WA

D2: THE WITCH QUEEN

- Designed the platform's user milestone and tiering UX (Guardian Ranks) while overhauling the information architecture for the primary landing dashboard.

D2: BEYOND LIGHT

- Designed the **critically praised** UX for Subclass progression system changes, **overhauling it from a bespoke screen to a flexible, dynamic system**. The framework I designed was used through Destiny 2's lifecycle.
- Drove visuals and interactions for Subclasses 2.0 & Stasis ability tree.
- Visually overhauled the Lore Book screen significantly adding value to the presentation/perception of lore books.

D2: SHADOWKEEP

- Executed visual design and motion effects for title screen.

GENERAL

- Co-architected and maintained the 2D UI Icon automation pipeline, including per-archetype light rigs, camera settings, scripts. This pipeline was **used for the Duration of Destiny 2**.
- Authored placeholder icon library. Widely loved by QA, it significantly improved bug identification and reporting.

Wargaming, Senior / Lead UI Artist

09/2015 – 06/2018 | Redmond, WA

UNANNOUNCED

- Authored UI concepts, wireframes, interactions, motion comps, prototypes, icons, and visual style guides.
- Worked closely with internal and external Tech Art, VFX, UI engineering, and UI Implementation, providing guidelines, feedback, and approval for UI and in-world comms systems.

5TH Cell, Principal Artist

10/2014 – 09/2015 | Bellevue, WA

UNANNOUNCED & OTHER

- Developed pitch art and Powerpoint decks .
- Delivered illustrations, key art, concepts, mockups, icons, Visual & UX Designs, etc. that would secure **\$40m investment** on an unannounced game and periodically sustain production until my departure in 2015.
- Redesigned the company website to be Mobile/Web Responsive, working closely with implementation.

SCRIBBLENAUTS: UNMASKED

- Responsible for Art Direction, look development, style guides, and final art quality.

HYBRID

- Executed UI & UX design, menu flow, interactions, in-game assets, motion comps, icons, concept & box art

EDUCATION

B.S. Industrial Design (With Honors), Art Center College of Design

Pasadena, CA

SKILLS

- **Expert:** User-Centered Design (UCD), Information Architecture (IA), Design Systems, Wireframing, Rapid Prototyping, Interaction Design, Visual Design, A/B Testing, Data-Driven Design, User Journeys, End-to-End Design.
- **Proficient:** Progression Systems Design, Social Systems Design, Internal User Research (UR), Motion Graphics, Lean & Agile Methodologies, AI-assisted workflows

TOOLS

- **Expert:** Figma, Photoshop, Illustrator, Adobe XD, Confluence
- **Proficient:** After Effects, Maya, Excel, Jira, Perforce, Bungie Proprietary, WordPress, Visual Studio, C++
- **Novice:** Godot, Blender, Tableau, Python, HTML, GDScript, IMGUI, SFML, Git