

FRANCIS LEO

TABIOS

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Creative Director & UX Expert with **over 10 years** of international experience leading design for AAA and mobile titles at studios like Hangar 13, NetEase, and Miniclip. From mobile hits to console titles like Mafia: The Old Country, I bridge the gap between complex game mechanics and world-class player experiences.

EDUCATION

POLITECNICO DI MILANO
Milan, Italy
Master Degree in Product Service System Design.
2011 - 2014

TONGJI UNIVERSITY
Shanghai, China
Master Degree in Design and Innovation.
2012 - 2013

NUOVA ACCADEMIA DI BELLE ARTI
Milan, Italy
Bachelor Degree in Product Design.
2007 - 2010

AWARDS

Samsung Young Design Award
Bronze Award with Cerere
2013

Audi App Jam Shanghai
Top Score Team with Audi Sense
2013

Un Designer per le Imprese
Awarded with ConvididiMI
2010

Light Exhibition Design
Winner with L.E.D. Hole
2009

LANGUAGES

Italian	Native
Ilocano	Native
English	Fluent
Spanish	Conversational

WORK EXPERIENCE

- Hangar 13 | Lead UX Designer**
09/2023 - current | **Brighton, United Kingdom.**
 - Current Role:** Leading the User Experience strategy for high-profile AAA titles, including **Mafia: The Old Country** and **TopSpin 2K25**.
 - Impact:** Overseeing the end-to-end UX lifecycle, ensuring seamless gameplay fluidity and accessibility while aligning creative vision across cross-functional departments
- Hatchyverse | Creative Director Consultant (Freelance)**
08/2021 - 07/2024 | **Remote**
 - IP & Brand Vision:** Spearheaded the creative direction and artistic evolution of a new cross-media entertainment IP.
 - Design Strategy:** Led brand identity and visual storytelling to ensure a cohesive experience across all digital platforms.
- Ten Square Games | Creative Director**
05/2020 - 05/2023 | **Warsaw, Poland.**
 - Product Ownership:** Accountable for the holistic creative vision of new products within the Argonauts studio, such as **Fishing Masters** and **Magical District**.
 - Cross-Disciplinary Leadership:** Unified design, graphic, narrative, and technical pillars into a singular, cohesive creative strategy to drive product marketability.
- Black Forest Games | Senior UX/UI Designer**
12/2019 - 04/2020 | **Offenburg, Germany.**
 - AAA Production:** Delivered high-fidelity UX/UI solutions for major THQ Nordic titles, including **Destroy All Humans!** and **Destroy All Humans! 2 - Reprobed**.
 - Player-Centric Design:** Optimized interface systems and player journeys in a fast-paced AAA environment.
- Gear Inc. | Lead UX Designer**
02/2019 - 11/2019 | **Hanoi, Vietnam.**
 - Design Leadership:** Headed the UX department for the development of **WWE Champions 2019** in collaboration with Scopely.
 - Lifecycle Management:** Managed the UX process from conceptual wireframing to final implementation, focusing on user retention and engagement.
- NetEase Games | Senior UX Designer**
01/2018 - 01/2019 | **Guangzhou, China.**
 - Global Titles:** Executed UX strategies for massive mobile IPs, including **EVE Echoes** and **Lord of the Rings: Rise to War**.
 - Collaboration:** Partnered closely with Game Design and GUI departments to translate complex gameplay mechanics into intuitive user interfaces.
- Miniclip | Game Designer / UX Designer**
01/2016 - 12/2017 | **Genoa, Italy.**
 - Multiplatform R&D:** Researched and developed UI/UX frameworks for top-tier multiplayer hits like **Football Strike** and **Basketball Stars**.
 - Optimization:** Focused on creating scalable UX solutions for both Mobile and Web platforms to support millions of active users.
- Technogym S.p.A. | Interaction Designer**
09/2014 - 12/2015 | **Cesena, Italy.**
 - Product Ecosystems:** Designed intuitive UI/UX systems for high-end wellness hardware and global digital fitness ecosystems.