

TABIOS

FRANCIS LEO

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Creative Director & UX Expert with **10+ years** of experience across AAA console titles and hit mobile games (NetEase, Hangar 13, Miniclip). Driven by an ability to connect dots across culture and player psychology, I anticipate emerging trends to turn deep systems and narrative UX into fresh, market-ready 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 **CondividiMI**
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 - 08/2026 | **Brighton, United Kingdom**.
 - Leadership:** Defined the User Experience strategy for high-profile AAA titles, including **Mafia: The Old Country**, **DLC Mafia: Man of Honor** and **TopSpin 2K25**.
 - Impact:** Oversaw 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.