

Ryan Boughter

Experience Design Director

Accomplished **Experience Design Leader** with 15 years of success in the games industry (**Respawn, Scopely, Kabam**). Proven track record of building high-performing international teams and driving user-centered design for top-grossing and award-winning titles (**Apex Legends, Monopoly GO!, WWE Champions**). **Co-author** of the “**Mobile Game Usability: Design & Research**” chapter in **Game Usability 2nd Edition**. Passionate about fostering design talent, leveraging data-driven insights, and cultivating a collaborative culture that pushes creative boundaries.

Experience

Director, Experience Design

Respawn Entertainment (EA)

March 2025 - now

Revitalized the Experience Design function (UX, UI, and Tech Design) for Apex Legends, rebuilding the design pipeline, maturing the organizational leadership, and forging stronger cross-functional partnerships between Design, Product, and Production

Key Achievements:

- **Spearheaded an ambitious 3+ year XD Roadmap**, securing leadership buy-in and anchoring future development in rigorous user testing and validation.
- **Directed the XD team through consecutive successful seasonal releases**, directly contributing to multi-year highs in DAU, player sentiment, and revenue.
- **Established a new cadence for qualitative and quantitative UX research**, seamlessly integrating player feedback directly into the XD production sprint cycle.

Studio UX Director

N3TWORK

June 2022 - Dec. 2024

Transformed N3TWORK into a user-centric studio, mentoring cross-functional teams and embedding UX best practices across all active projects.

Key Achievements:

- **Improved D1 Retention of an in-development RPG by 15%** through strategic research of the early game funnel and targeted design optimizations.
- **Managed outsourced design partnerships across UX and UI verticals**, doubling design capacity and accelerating the title's soft launch by a full year.
- **Defined and implemented a new strategic vision for a game in incubation**, unblocking production and reorienting a historically stalled project into active development.

Additional Experience, Education, and Skills on next page →

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Experience (cont.)

UX Director

Scopely

Sept. 2015 - May 2022

Led Scopely's global UX organization, scaling the team to over 20 designers internationally, building out partner studio UX teams, and evolving integrated UX methodologies spanning game design, research, and production. Spearheaded design on an innovative unannounced mobile game and partnered with leadership to implement a rigorous UX component within the GDF, facilitating international growth.

Key Achievements:

- **Grew UX discipline 4x over 3 years** leading a group of 20 designers across the globe.
- **Developed and executed the design strategy for a >\$250M franchise**, overseeing its launch and live operations while directing research to inform ongoing content updates and feature development.
- **Designed a strategic UX career architecture**, establishing clear growth paths for all UX professionals and contributing to the alignment of UX talent development with overall company objectives.

Additional Roles:

- **Lead UX Designer**
- **Sr. UX Designer**

UX Designer

Kabam

July 2011 - Aug. 2015

Education

Bachelor of Arts, Religious Studies

California State University, Fullerton

2005-2009

Skills

Team Leadership & Management | Strategic Leadership | Mentorship & Coaching | User Research | User-Centered Design (UCD) | Prototyping | UX Strategy | Product Strategy | Design Tools | Data Analysis | Information Architecture | Design Systems | AI Design Tools