

MICHAEL EDELNANT

Senior Product Designer | Gaming, Sports, Spatial Computing

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Product designer with history in gaming and sports, hands-on from information architecture through high-fidelity UI and production front-end. From 2024 to 2026, instructed HCI and gaming-platform curriculum at Full Sail University while researching and developing Apple Vision Pro integration, including accessibility research for blind and low-vision users. Now returning to full-time product design with spatial computing and accessibility depth.

CORE SKILLS

Product Design · UX/UI Design · Interaction Design · Information Architecture · Design Systems · Wireframing & Prototyping · Spatial Computing (visionOS, Meta Quest) · Accessibility (WCAG) · Front-End Development (HTML, CSS, JavaScript, React, Next.js) · User Research · Usability Testing · Journey Mapping · Figma · Mentorship & Critique

LEADERSHIP EXPERIENCE

Full Sail University · Course Director, Emerging Technology

Jan 2024 – Aug 2026 · Winter Park, FL

Designed and delivered three undergraduate level courses (Applied HCI, UX/UI for Gaming Platforms, Project & Portfolio 4 (UX Degree)), with hands-on spatial computing R&D alongside university leadership.

- Set curriculum and documentation standards adopted across campus and online delivery.
- Contributed to spatial computing initiatives (Apple Vision Pro, Meta Quest 3) as one of a small group under university leadership.
- Developed designers and developers through structured critique, mentorship, and portfolio coaching.
- Authored faculty development programming on DesignOps literacy for non-design stakeholders.
- Researched and developed solutions for integrating Apple Vision Pro into the curriculum, including accessibility research for blind and low-vision users.

LunaFit · Manager, Product Experience

Feb 2023 – Jan 2024, Altamonte Springs, FL

Led UX, UI, and front-end creative direction for the Technology Group's mobile web products.

- Ran design ops and planning across concurrent product workstreams.
- Created animated visual targets and interactive prototypes to assist engineering.
- Wrote and reviewed technical documentation, partnering with engineering and product stakeholders to build the app experience.

Third Time, Inc. · VP, Experience Design

Nov 2021 – Feb 2023 · Orlando, FL

Experience design for Photo Finish LIVE, a real-money virtual horse racing platform on the web, later named the official game of the Kentucky Derby. Hands-on lead on a lean product team.

- Owned information architecture and page flows for the platform's five core surfaces: stable, race entry, results, breeding, and marketplace.
- Built the front-end from zero with a full-stack developer while beta players raced, bred, and traded real assets in four-week live seasons.
- Directed two artists across UI, stable customization, and marketing under one visual direction.
- Set UX, UI, and front-end build standards used across projects.

Glu/Electronic Arts · Senior Experience Designer

Dec 2019 – Nov 2021 · Orlando, FL

Product design for live mobile titles, including Tap Sports Fishing and Deer Hunter World: UX flows, high-fidelity UI, and hands-on implementation.

- Designed and implemented UI for live mobile titles, testing iteratively through soft launch.
- Assisted the lead on a redesign of Deer Hunter World's front-end framework.
- Partnered with cross-functional teams to refine game interfaces using player feedback and analytics.

Electronic Arts · Experience Designer

Feb 2019 – Dec 2019 · Maitland, FL

In-game UI design on Madden NFL 20 and 21. Screen design, design-system support, and prototyping for gameplay UX.

- Designed UI screens for Madden 20/21.
- Contributed to in-game gameplay UX through design-system support and HUD systems.
- Built interactive prototypes and visual target animations.

HypGames, Inc. · Lead Product Designer / Co-Founder

May 2016 – Feb 2019 · Orlando, FL

Founding team member. Owned product design direction across web and mobile, contributed to the platform's front-end framework from zero, and shaped brand and marketing presence for launch and live events.

- Led design and UX direction for web and mobile offerings, from wireframes through high-fidelity mockups.
- Built the front-end framework for HypSports.
- Managed and supported the live ops cadence for HypSports.
- Kicked off the initial front-end design of Ultimate Golf.

FanDuel · Product Designer

Nov 2015 – Apr 2016 · Maitland, FL

Product designer and front-end developer on AlphaDraft.com, FanDuel's eSports daily fantasy platform.

- Built the front-end framework that carried the platform from launch until its sunset.
- Contributed design direction for AlphaDraft.com.
- Provided art and design support across FanDuel initiatives beyond AlphaDraft.

SoftRock · Senior Web Designer

Aug 2014 – Sep 2015 · Orlando, FL

Education-focused web and mobile products, designed and shipped with the executive team.

- Created websites, mobile apps, and social content.
- Produced mockups and journey maps for cross-device navigation.

Stats Perform · Senior Interactive Designer

Mar 2008 – Aug 2014 · Northbrook, IL / Remote

Six years, promoted to senior, leading creative direction and front-end engineering for custom sports data products, from Gamezone and Fox Sports visualizations to scouting tools built for NBA and NFL front offices.

- Built fantasy sports gaming solutions and real-time interactive fan engagement experiences for STATS clients.
- Led UI design and front-end development for clients including Fox Sports and Northwestern Mutual.

- Contributed to the Gamezone service launch and scouting tools built for NBA and NFL front offices.

Electronic Arts. · Associate Interface Designer

Mar 2007 - Mar 2008 · Maitland, FL

Designed and scripted in-game UI for EA Sports titles on Xbox 360, PS3 and Wii, including lead UI on NFL Tour and interface work on Madden 08 and Tiger Woods 08.

- Hired for Madden 08 interface work; transitioned to lead UI on NFL Tour.
- Supported Tiger Woods 08 on Wii.
- Led EA Fantasy after the launch of NFL Tour.

Full Sail University. · Web Designer/Developer

Nov 2005 - Mar 2007 · Winter Park, FL

Designed and built the university's internal and public-facing sites, including high-bandwidth Flash experiences for fullsail.com and the platforms behind the LA Film and LA Recording Schools.

- Built the marketing sites and front-end applications in HTML, CSS, JavaScript, and Flash (ActionScript 2 and 3).
- Built high-bandwidth Flash sections for fullsail.com with the creative team.
- Supported internal sites and applications.

ERA Europe. · Web/Graphic Designer

Apr 2005 – Nov 2005 · Winter Park, FL

Designed and built standards-compliant, cross-browser website layouts in CSS and ColdFusion, with Flash elements, for the ERA Europe real estate network.

CAIT · Web Designer/Developer

Aug 2001 – May 2004 · Macomb, IL

Interface graphics for CD-ROM and web applications, plus print materials for university departments, at the Center for the Application of Information Technologies.

EDUCATION

B.S. Mobile Development

2015

Full Sail University

A.S. Digital Media

2005

Full Sail University

Fine Arts / Graphic Design

2000-2003

Western Illinois University

Fine Arts / Graphic Design / Illustration

1997-1999

American Academy of Art