

Craig Sartor

DESIGNER • ENGINEER • FOUNDER

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Experience

Rive

DECEMBER 2025 → SEPTEMBER 2026 | DESIGN ENGINEER

- Owned Rive's in-product AI agent end to end, from early exploration and interaction design through production implementation in Flutter/Dart.
- Redesigned core agent surfaces including prompt composition, model selection, Build and Ask modes, image references, context controls, history, empty states, and Markdown export. Refined stream of thought, scroll behavior, hierarchy, and typography so the experience felt more intuitive and dependable.
- Designed and implemented **context-aware workflows**, including @-commands, attaching selected code to conversations, and canvas-linked interactions that gave the agent meaningful awareness of the user's work.
- Owned Rive Mirror end to end, building on its original skeleton to ship a polished standalone cross-platform and web app for testing Rive files on target devices. Replaced default Material UI with Rive's design system

MoodHaven

SEPTEMBER 2025 → JANUARY 2026 | SOLO PROJECT

- Designed, engineered, and launched a native iOS app in just two months to help track and understand child and adolescent mental health
- Recognized with **3rd place** in a global hackathon with **800+ applicants**, validating product impact and execution quality

GameGlass

DECEMBER 2019 → DECEMBER 2025 | FOUNDER • CREATIVE DIRECTOR

- Led and delivered a **crowdfunding campaign** that exceeded its goal by **over 1000%**, building an early adopter community around the product
- **Negotiated official partnership** with Cloud Imperium Games (AAA studio behind Star Citizen), establishing industry credibility
- Designed and implemented a **visual UI-building tool** that empowered users to create custom interfaces, increasing engagement and reducing in-house design workload
- Directed content creator campaigns achieving a **780% ROI**, managing community outreach, livestream events, and branded content.
- Oversaw production of **marketing and event materials** including banners, cards, lanyards, and other branded assets.
- Collaborated with engineering team to **design and develop** a new **Electron-based desktop application**, modernizing the platform experience.
- **Secured SAFE investment** from a leading gaming-sector company focused on UGC

Education

Northern Alberta Institute of Technology

SEPTEMBER 2007 → MAY 2009

- Obtained diploma with honors in Digital Media Design

Skills

Product Design
Motion Design
Web Design
3D Design
Video Editing
Email Marketing
Advertising
Analytics
Live Streaming
Integration

Languages

HTML
CSS
Javascript
React
Tailwind
NextJS
Liquid
Flutter
Dart
SwiftUI
SQL (Basic)

Tools

Figma
Framer
Webflow
Rive
Spline
Adobe CC
Notion
Linear
OBS