

Portland Oregon

45° 31' 12" N 122° 40' 55" W

CASE STUDY: XBOX NEXUS

DESIGN REVIEW

.....*Begin* 



XBOX NEXUS

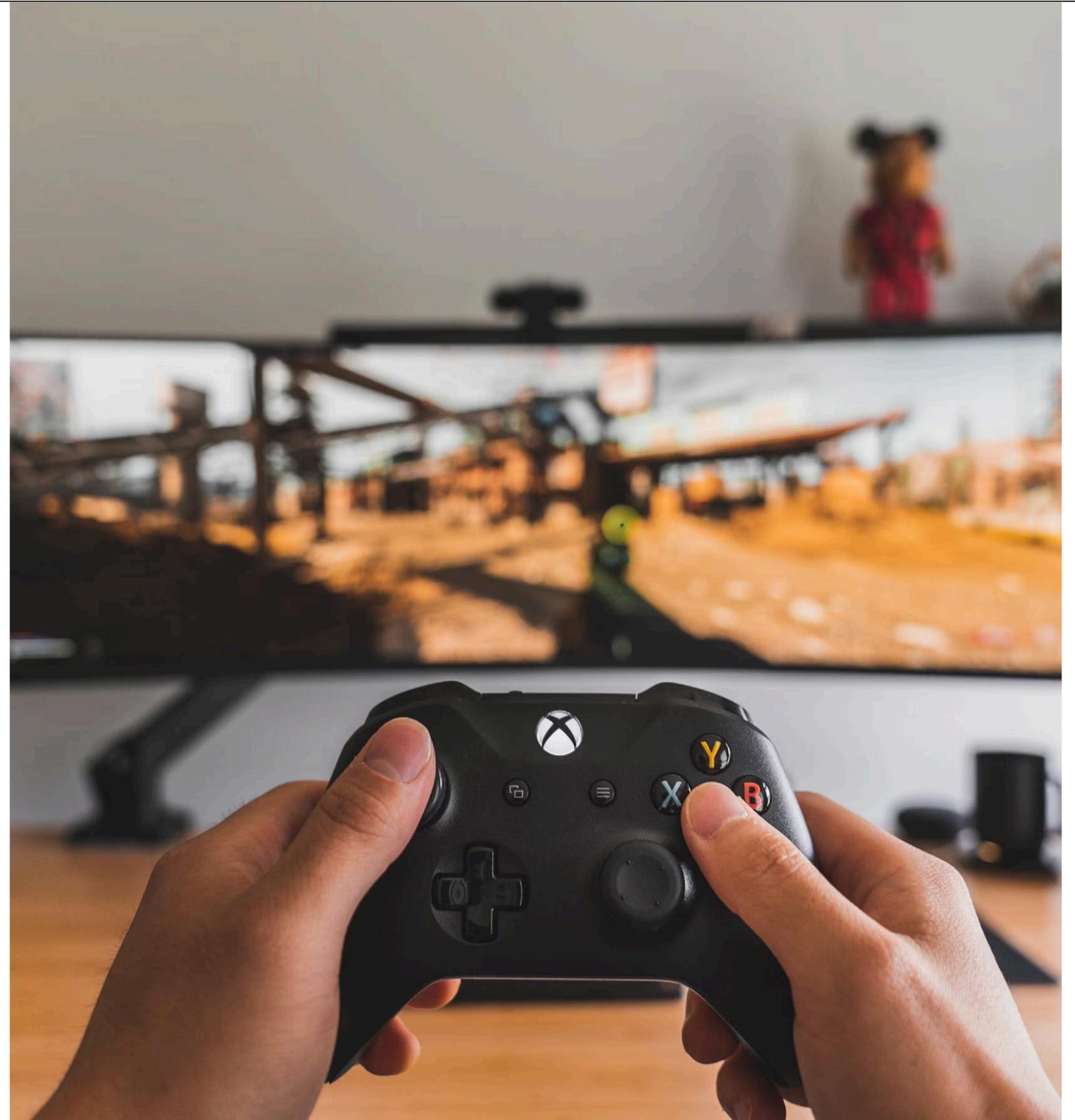
MICROSOFT

CLIENT: MICROSOFT

ROLE: PRODUCT DESIGNER, CREATIVE
DIRECTOR

PROJECT TYPE: INTRANET CONCEPT,
ARCHITECTURE, BRAND STRATEGY

MEDIUM: DIGITAL, WEB, MOBILE APP DEV



THE CHALLENGE



THE XBOX GAME PASS ECOSYSTEM IS MASSIVE, BUT ITS SOCIAL EXPERIENCE? FRAGMENTED. SO I BUILT XBOX NEXUS, A MOBILE-FIRST CONCEPT THAT COMBINES PARTY INVITES, CHAT, CLIPS, AND STATS INTO ONE UNIFIED EXPERIENCE.

THIS WASN'T JUST A UI EXERCISE. IT WAS A COMMUNITY-FOCUSED DESIGN CHALLENGE: HOW DO YOU MAKE CONNECTING WITH FRIENDS FEEL AS SEAMLESS AS LAUNCHING A GAME?

THE PROBLEM: A GAP IN THE MARKET

01

No dedicated app for Xbox players to connect socially outside of gaming

02

Disconnected party systems, buried messages, and a lack of real-time interaction

03

Missed opportunities for clip sharing, discovery, and community building

PROJECT GOALS: MORE THAN JUST A MAKEOVER

GOAL 1

Build a True Social Layer
for Xbox Players

GOAL 1

Design for Real-Time
Interaction

GOAL 3

Design with Scalability in
Mind

OUR SOLUTION: NEXUS

LIVE ACTIVITY FEED

DARK THEME WITH XBOX DNA

INTERACTIVE PARTY
SYSTEM

CLIP SHARING THAT FEELS
NATIVE

CHAT THAT WORKS LIKE
YOU'D EXPECT

PROFILES THAT
ACTUALLY MATTER

USER PERSONAS



Tyler — The Squad Leader

Age: 27

Location: Austin, TX

Occupation: Software Developer

Gaming Style: Competitive Multiplayer
(Halo, Call of Duty, Apex Legends)



Maya — The Content Sharer

Location: Seattle, WA

Occupation: Digital Marketing Student

Gaming Style: Casual + Creative (Minecraft,
Fortnite, Sea of Thieves)



James — The Weekend Warrior Dad

Age: 38

Location: Chicago, IL

Occupation: Project Manager
Gaming Style: Co-op & Campaigns (Destiny
2, Gears of War, Diablo)

DESIGN APPROACH

Discovery & Research

Information Architecture &
Content Strategy

Prototyping &
Feedback

Training & Launch

Persona
Definition

UX/UI Design

Development &
Deployment

Post-Launch
Optimization



DESIGN SYSTEM HIGHLIGHTS

Modular Content Blocks

Consistent Visual Hierarchy

Custom Iconography & Image Styling

Flexible by Design

Accessibility First



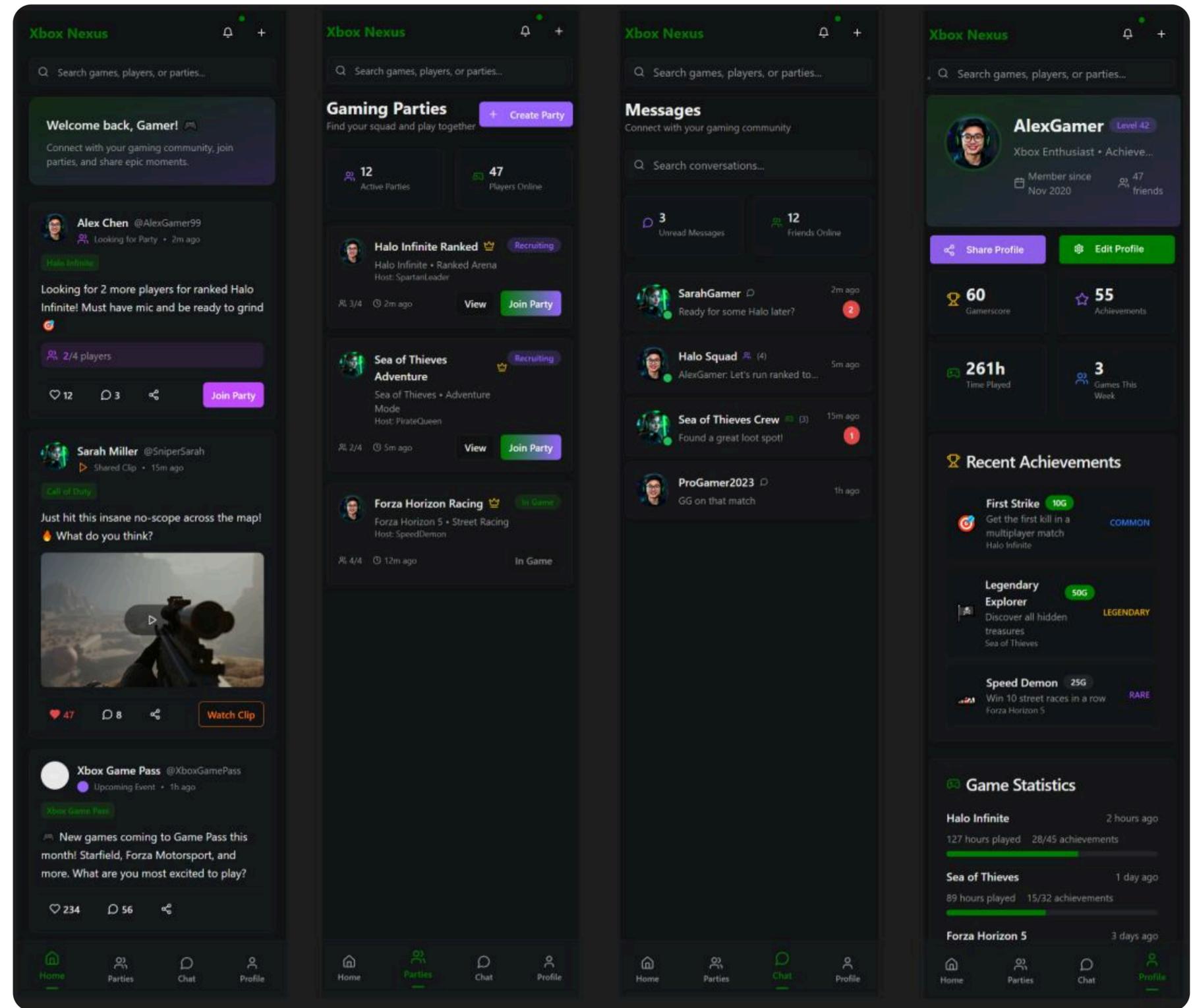
Best for organizations wanting to drive internal belonging, boost engagement, and use the intranet as a culture hub, not just a tool.

THE RESULT

XBOX NEXUS

What We Delivered:

- A mobile-first experience that feels unmistakably Xbox
- A complete design system, ready for scale
- Interactive prototypes with real UX patterns and motion
- A solution that bridges party invites, clips, chat, and profiles into one seamless flow



A unified, community-first experience that finally connects the dots between gaming and social.

Portland Oregon

45° 31' 12" N 122° 40' 55" W

XBOX NEXUS

MICROSOFT

CLIENT: MICROSOFT
ROLE: PRODUCT DESIGNER, CREATIVE DIRECTOR
PROJECT TYPE: INTRANET CONCEPT, ARCHITECTURE, BRAND STRATEGY
MEDIUM: DIGITAL, WEB, MOBILE APP DEV

