

Summary

A seasoned Art Director and Lead UI/UX Specialist with a proven track record of driving success across the mobile and PC gaming industry. Expertise lies in leading artistic direction, defining unique visual styles, and implementing user-centered UI/UX strategies using tools like Figma and Spine Pro. Instrumental in the success of multiple projects, consistently delivering outstanding results, including chart-topping placements, significant increases in user retention, and performance optimization. Dedicated to fostering team excellence and delivering exceptional, high-performance gaming experiences.

Skills

- Conceptualization | Character Design | Environment Design | Props / Assets Design | UI / UX Design | Brand Design | Creature Design
- Lowpoly Modelling | Texturing | UV Unwrapping | Organic \ Inorganic Sculpts | Hard surface Modelling | Rigging | Animations
- Lead Game Artist | Character Artist | UI / UX Artist | Tutor | Generalist | English, Urdu- All professional proficiency or above

Softwares

Category	Tools & Technologies
UI/UX & Animation	Figma (Prototyping, Design Systems), Spine Pro (2D Animation), Adobe Photoshop , Illustrator , UI/UX Design , Adobe After Effects (VFX, Motion Graphics).
3D Modeling & Art	Zbrush , Blender , Substance Painter , Lowpoly Modeling, Texturing, Hard Surface Modeling, Rigging, Animations.
Game Engines	Unity 3D , Unreal Engine , Godot , Cocos Creator
Leadership	Art Direction, Art Pipeline Management, Mentoring, Recruitment.
Management & Process	Documentation (Art Bibles, Specifications), Project Management (Art Pipeline), Team Leadership, Mentoring.
Creative Strategy	Research (Market, Trend), Ideation & Brainstorming, Problem-solving, Creative Direction .

Experience

Senior Game Artist

Zplay

Beijing, China

10/2024 – Present

- Establishing the UI/UX design workflow using Figma**, creating high-fidelity interactive prototypes and design systems that streamlined developer handoff and ensured intuitive navigation.
- Leading the artistic direction and design efforts for multiple **puzzle match-three** and other **casual** mobile games, driving user-centered strategies.
- Elevating player engagement through dynamic UI animations** and visual feedback loops created in **Spine Pro**.
- Establishing and maintaining an efficient art production pipeline** using Slack and Trello, improving team workflow, task tracking, and overall productivity.
- Mentoring and managing a team of artists**, providing clear direction, constructive feedback, and fostering a collaborative environment that is enhancing creativity and efficiency.
- Collaborating with developers to **optimize game assets and performance**, reducing load times by **40%** and improving frame rates on low-end devices without compromising visual quality.
- Overseeing the art requirements for Live Ops**, including seasonal events, new content updates, and promotional assets, contributing to a **20% increase in player retention during events**.

Lead Game Artist

CardaStation

London, UK

08/2022 – 10/2024

- Led the artistic direction and design efforts for the project, focusing on user-centered strategies that resulted in a **62% increase in user retention**, **\$1,600 in monthly recurring revenue**, and a rise in weekly active users from 80 to 370.
- Created and implemented an **efficient art production process using Notion**, which improved team workflow, task tracking, and overall productivity.
- Worked closely with developers to optimize the game, employing techniques that enhanced performance significantly.

- Developed **comprehensive guidelines for artists and developers**, streamlining workflows and promoting continuous improvement.
- Provided the team with clear **UI/UX guidelines and mockups** to ensure a cohesive and engaging user experience.
- **Defined the game's unique art style** and guided the team in producing assets that matched the established vision
- **Designed compelling characters**, immersive **environments**, detailed **props**, and captivating **vehicles** and **NFTs**.
- Applied optimization techniques to **improve the performance** of scenes, characters, vehicles, and materials across various assets.
- Organized regular team meetings to offer feedback, encourage growth, and better understand team members' strengths, ultimately leading to efficiency gains.

Senior Game Artist

ZPlay

Beijing, China **05/2022 - 08/2022**

- Directed and led the team in the creation of the highly successful F2P game "**Survival Game Master**," which reached the **#1 position on the US Top Charts** across iOS and Android platforms.
- Worked closely with the Producer to develop comprehensive documentation for various game concepts, guiding the development process.
- Led the development of prototypes, enabling thorough testing and validation of game ideas.
- Collaborated with developers to optimize game assets, ensuring smooth performance and a high-quality player experience.
- Designed intuitive and visually engaging UI/UX interfaces tailored to the unique art style of each game, boosting user engagement and satisfaction.
- Provided expert guidance and support to the team, ensuring the creation of optimized assets that effectively enhanced the overall game experience.

Senior Game Artist

Mood Games

Bursa, Turkey **11/2020 - 04/2022**

- Streamlined and optimized the workflow of the art department, resulting in increased efficiency and productivity across the team.
- Contributed innovative ideas for games and played a key role in their successful execution.
- Managed the art direction for the highly acclaimed game "**Queen Bee**," which secured the **#1 position on the US Top Charts**.
- Actively participated in the recruitment process, conducting interviews and evaluating candidates to support the team's growth and success.
- Demonstrated artistic expertise by creating high-quality assets, immersive environments, captivating props, and memorable characters.
- Collaborated with team leads to explore new concepts, aiding in the development of prototypes and pushing creative boundaries.

Earlier Professional Experience

Game Artist

OneTexh

Lahore, Pakistan **12/2017 - 06/2020**

- Took a leading role in the UI and UX aspects of game development, enhancing user engagement and overall gaming experience
- Conceptualized and created diverse 2D and 3D characters and environments integral to game narratives and dynamics.

Graphic and UI/UX Designer

The Optimizers

Lahore, Pakistan **03/2015 – 12/2017**

- Designed visually stunning graphics and user interfaces for various mobile applications and websites
- Utilized prototyping tools to create interactive wireframes and prototypes, enabling user testing and iterative design improvements..

Achievements

- **Mega Hit Projects**

Mega-Hit Portfolio (5 Titles): Directed art for five chart-topping mobile games, **Stone Miner, JunkYard Keeper, Queen Bee, Survival Game Master, and Bus Mania**, which collectively achieved 5x #1 US Top Chart placements (iOS/Android) and surpassed 35+ million downloads

- **Live Ops & Retention**

Oversaw art for Live Ops and seasonal events, directly contributing to a 20% increase in player retention during event periods

- **Bus Mania Success**

Led art direction for Bus Mania - Car Parking Jam, a hit puzzle game that scaled to over **7 million downloads and generated US\$48k in IAP revenue**.

- **Steam Indie Games**

Directed multiple game on Unreal and Unity for Steam.

- **IP for Mobile and Nintendo Switch**

Directed Game for Mobile and Nintendo Switch on Mobile and Nintendo Switch.

- **Metaverse Project**

Directed Art for a NFT project of Cardano, ADA to develop a PC Game on Unity 3D.

Education

Bachelor in Business Administration

FAST National University

- Major is Business Management

Soft-Skills

- Proven Experience in Mentoring and Leadership
- An exceptional eye for details
- Always willing to learn and improve
- Highly driven by creativity
- Problem solving mindset
- Strong advocate of "Communication can make everything better"