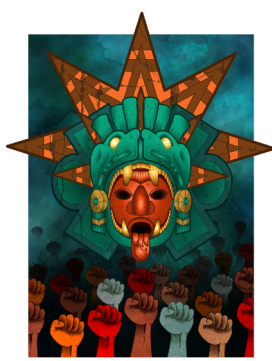


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ROBERTO SANCHEZ

Visual Design/ UI/ UX Design

PROFILE

A well-rounded artist and designer with an extensive background in social media, content management systems, analyzing big data, user centered design, user experience and game development. With an emphasis on journey maps, prototyping, graphic design, user interface, user experience, interaction design, visual communications, motion graphics and branding, along with a background in 3D character animation and visual effects. Holds a reputation for open collaboration with coworkers on all aspects of creating effective art pipelines and content development process.

HARD SKILLS

Adobe InDesign



Adobe Photoshop



Sketch



Adobe Illustrator



Adobe After Effects



Figma



Adobe Animate



Adobe Premiere



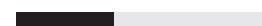
Unity



Maya



Unreal



3d Max



EXPERIENCES

UI/ UX Designer

Simutronics Corp./ May, 2022 – Oct, 2022

Produced mock-ups and prototypes to prove design ideas and concepts. Created art assets in Maya, Blender, and Photoshop to be exporting and implementing into Unity and posting marketing materials to promote product and releases of titles. Committed some efforts to update the branding for the game title to coincide with marketing. Designed, mocked-up and animated user interface elements to improve feedback, increase visual interest, and focus user attention. Collaborated and communicated with other art team members to develop as well as maintain consistency with overall art style. Audited and evaluated existing interfaces for usability and intuitiveness. Reported and found solutions to improve user experience.

Lead UI/ UX Designer

Wildcard Games/ Sept. 2021 – May 2022

Established the user centric flow of the current and future titles of the studio's portfolio. Building out assets such as animation and visual effects to create a dynamic in-game user interface design and features including data driven dynamic layouts, animations, and transitions for developers to use as reference when building out the assets. Also assisting designing a folder and art pipeline structure and created journey maps for developer and team leaders to have access to deliverables.

Implementation Designer

Randstad - Microsoft / Sept. 2020 – Aug. 2021 (Note: Gap in employment due to marketing consultant with non-profit organization)

Worked closely with the UX and development teams to create a dynamic in-game user interface design and features including data driven dynamic layouts, animations, and transitions. Used a Sketch to XAML coding engine to translate interactive designs and consistently testing components by creating sample data code to deliver a large scale of UI content. Contributed to building up a visual library of Sketch components for use in UI screens. Established an updated icon library which could be used throughout the franchise experience. Using Microsoft Power App, I kept a database of those icons to inform leads of icon development status and delivery.

Motion Designer

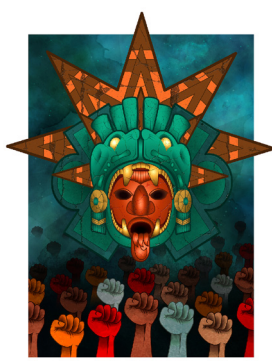
Run Studios - Amazon / Mar. 2020 – May, 2020

Created 2D / 3D motion graphic videos to capture a large digital audience using short form animated content. Daily meetings with product owners and the development team to take daily tasks and create high quality content. Using the content created, then created a series of localized videos focusing on timing and using scripts to keep content accuracy. Exploration with Unreal engine, creating a 3D models of Amazon products to get a 360 view of them.

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ROBERTO SANCHEZ

Visual Design/ UI/UX Design

EXPERIENCES CONT.

Visual Designer/ UI Designer

Cat Daddy Games / Mar. 2018 – Sept. 2019 (Note: Gap in employment due to tech information consultant with government funded organization)

Created art assets for the Take Two's mobile release of "WWE Super Card" and "NBA 2K19 and 2K20." My primary focus built creative and original visual effects, in-game marketing assets, icons, in-game HUD elements and appealing playing cards with animated backgrounds. Along with creating prototype comps for future features using Figma, Sketch and inVision App.

Art Director/ Lead UX Designer

DoD - Attain Inc./ Dec. 2015 – Sept. 2017

Project management and developed a built a visual library of assets to house information and data that developers, artist and project managers can access. All assets and comps were based on product owners' and government guidelines. Focusing on User Centered Design, and CMS platforms such as Drupal, I used Sketch and in-Vision and Figma to build simple prototypes and asset libraries. Other projects included the use of Unreal game engine which I created a journey map and conceptualized a prototype pass of VR simulations for military personnel to assist in their mental health. I created basic geometry and static meshes and visual to populate the VR world. All these projects had given me some base knowledge of understanding Python and C+ languages.

Senior UX Designer/ UI Artist

DoubleDown Interactive / Mar. 2014 – Dec. 2015

Front-end HUD design and visual effects, with other responsibilities: worked on user research and collected data of similar platforms; built wireframes and created prototypes, giving a basic understanding of look and functionality to the front-end so users would have a smooth experience accessing content and games. Prototype exploration of future projects using Unity.

Lead UI Designer

Microsoft / Sept. 2013 – Feb. 2014

As Lead UI Designer, created effects and animated transitions plus built out HUD elements for all stages of the game. Collaborated with art director on creating conceptual ideas, including re-branding the title to have a similar look and feel for the title we were producing. I trained new UI artists in the fundamentals of Expressions Blend. Kept project manager and developers apprised by giving weekly status updates on assets for the product.

Senior Game Artist

Real Networks - Gamehouse / Jan. 2011 – Aug. 2013

Created concept and character designs, story-boarding and new ideas. I worked to design and created an atmosphere with scenes and images that draw players into the social experience, brainstorm, conceptualize, and implement UI components: character development, animation transitions, backgrounds, in-game HUD elements, badges, prize development.

EDUCATION

Bachelor's degree, Animation

Art Institute of Seattle

3D Animation

Mesmer Animation Labs

SOFT SKILLS

Curriculum Writing Research Mentor Leadership Collaboration Schedule Oriented
Self-Motivated Problem Solver Content Writing Branding Journey Mapping Card Sorting
Attention to Detail Presentations