

ROBERT PROCTER

CURRICULUM VITAE

I'm a UI/UX designer, illustrator and solo developer based in Berlin. I have been in the games industry since 2011 and over my career have worked on some of the highest grossing in-genre casual/social titles on the app store.

Professionally I have broad experience across projects of all sizes, particularly live-service and mobile/casual games as both a general visual designer/artist, a UI/UX specialist and a principal UI/UX Lead.

In my own time I keep up personal projects, drawing, animating and game development in the Godot engine.

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EDUCATION

BA (Hons) Illustration

Arts University College, Bournemouth
2008 - 2011

BTEC Foundation Diploma in Art and Design

UCCA in Farnham
2007 - 2008

EMPLOYMENT

2018 - 2026

Wooga GmbH

Lead UI/UX Designer (Principal)

As the principal UI/UX Lead on June's Journey, over the course of several years I oversaw the scaling of the UI/UX department to 10+ designers of different levels and its growth into a core voice in feature development.

Responsibilities included:

- Hands on design, production and implementation, bringing concepts from initial ideation to in-engine implementation
- Direct collaboration with Game Design and Engineering to build smart design and technical solutions
- Art direction and technical and stylistic oversight of UI/UX team
- Mentorship, guidance and career planning for UI/UX team - 1:1s, 360 reviews, feedback
- Active role in game leadership group and creative development groups. Direct collaboration with Art Lead to define future visual vision goals and roadmap
- Oversight of freelancers and outsourcers, resource management and assignment
- Hiring management and advising team structure and application
- Resource creation, process definition, refinement of Production pipelines and tools
- Definition and propagation of team dynamic, promoting team and project culture and health

2016 - 2018

Project M Studio

Senior Artist/Designer

I worked as one of three core designers and sole UI designer on Mobile/Casual game Dig That Gold. As a startup team, work was broad and agile and would often mean finding solutions to undefined or unexpected problems.

Responsibilities included:

- Full design control of flow and feature structure, UI/UX, prototyping and oversight of user testing
- Development of project identity and core visual language
- In-engine Unity implementation, animation, VFX, technical collaboration with engineers
- Concept art, character, environment and prop design and production
- 2D, 3D, vector production, implementation and animation
- Project identity design and development
- Publicity, client contact, pitch deck, presentation and corporate communication visuals
- Video direction, sound design, production and editing

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2012 - 2016

Product Madness

Lead Artist/Designer

I worked as the Lead designer on social casino game Heart of Vegas Mobile, the highest grossing in-genre title in the Appstore at the time.

Responsibilities included:

- Full redesign of Facebook game for mobile platform
- Development of project visual language and user flow/experience
- Design and concept of now standard Multi-Tier Jackpot systems
- Design of adaptable, expandable game structure aimed at long-life, open ended production
- 2D and vector asset production
- In-engine implementation, animation and VFX
- Oversight of junior designers, direct feedback and direction

2011 - 2013

Education Games Network

Lead Designer

As the sole visual designer in the Education Games Network team, I handled the visual design and identity of their flagship platform "Wordia", hosting Adobe Flash games and activities along with developing plans and concepts for a proposed episodic game series.

- Logo and identity design for "Wordia" childrens' educational gaming platform
- Game art and asset production for multiple Flash games and experiences
- Animation, illustration, concept art, character design and asset creation
- Web design for "Wordia" platform and backend parent/user platform

FREELANCE

2013

Livewire Super Tea

Freelance Graphic Designer

As a freelance designer I handled the Corporate Identity of the brand, logo design, packaging and promotional material.

SKILLS

UI/UX design	[PS, IL, AE, ID, PR]
Live Service game development	Figma
UI animation and motion graphics	Unity, Godot
Prototyping and testing [Protopie, Adobe XD]	GD Script coding
Digital illustration and design	Team leadership and mentorship
Vector image production	Art direction and skill development
2D character animation	UI/UX analysis and consultation
3D modelling, texturing and production	Roadmap consultation, estimation, planning
Further experience in Adobe Creative Suite	Documentation, research and team education

REFERENCES ON REQUEST