

I've been a contributor and lead across many disciplines from graphic design to UI/UX to motion and video, to now, game design and implementation.

My ideal place is alongside a small, excited team with something unique to say, where I can help ferry a project forward using any or all of the tools in my toolbox.

I believe in getting my hands dirty, the rule of cool, the value of specificity, and listening to what the project and team needs to become the best version of itself.

Software Proficiencies

- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effects
- Adobe Premiere Pro
- Figma
- Blender
- Unreal Engine 5
- Proprietary narrative software
- Perforce & P4V
- Playfab
- Miro
- Jira
- Confluence
- Microsoft Suite

Game Experience

2024—Now

Sr. Designer (Game Presentation)

Brass Lion Entertainment

My role was to reinforce the player experience and lift the game presentation. I implemented key game moments and presenting features in our game in player-engaging ways. My main responsibilities were cinematics, quest design, and leading the character customization team. I contributed to this project from **playable prototype** to **vertical slice** to **pre-production** in **Unreal Engine 5**.

Cameras & Technical Cinematics Design

I created opportunities for impactful game moments and cinematics across single-player and multiplayer contexts.

- Prototyped and implemented in-game cinematics, real-time scripted events, and transitions using **Level Sequencer**
- Established cinematic dialogue direction
- Prototyped a camera system reactive to character height and location before hand-off to engineers and tech animators
- Composed, lit, and staged cinematic dialogue for story and gameplay
- Implemented UI-reactive cameras within menus via **blueprints**
- Implemented asynchronous cinematics for **client-side** and **server-side** through blueprints and **Gameplay Abilities**
- Created **post-processing materials**
- Collaborated with tech animators, animation, and engineers

Quests & Narrative Design

I worked with our Narrative team to turn their ideas into playable quests in-engine. As the sole designer supporting this team, I worked with production to manage cross-department and cross-director communication and ensure we were scope-conscious and aligned to the game vision.

- Designed questlines, objectives, overarching game narrative progression and narrative progression features
- Prototyped quest ideas and implemented quests using Blueprints and **integrated proprietary narrative tools**
- Created and implemented branching dialogue, quest files, greyboxing environments, NPCs, level instances, re-usable blueprints
- **Defined design needs** with engineers and tech artists to develop narrative tools and features
- Scoped and collaborated with art, animation, and audio
- Established **review pipeline**, within the narrative team and through surveys in the larger team

Character Customization & NPC Creation (Team Lead)

I led our small character customization team from pitch to production-ready. We developed **dev-facing** NPC creation and a **player-facing** game feature, leveraging **Mutable**, **Playfab**, and **outsourcing** partners.

- Established feature direction and player experience
- Defined design needs with Engineering to integrate Mutable into UE5 with custom features
- Guided feature pivots to meet changing game goals
- With Art Director, established scope and style perspective via asset catalogue
- With Character Art, **set technical guidelines** (seam placement, interaction logic between assets, asset organization and naming conventions)
- Established and reinforced clothing and customization styling and direction to be cohesive to our art direction
- With Tech Art, oversaw development of ancillary features including shaders, secondary motion (hair physics), and authoring methods for unique customization options
- With Production, developed **asset tracking**, **pipeline flows**, and assembled **outsourcing packages**
- **Asset implementation** through Mutable, Data Assets, and Playfab
- Assembled a **board of cultural consultants** for iteration of culturally-sensitive assets

Additional Responsibilities

Although my basic responsibilities were Cinematics, Quests, and Customization, I assisted our small team wherever we needed support.

- Implemented Gameplay Abilities
- Early lookdev for anime-style shaders
- **Character look** & direction
- Environment **lighting**
- Team **vision alignment** exercises
- Feature design (progression, battle pass, player journey)
- Teaser trailer **editing**, creating cinematics, and footage capture

2021—2024

Sr. UI Designer

Brass Lion Entertainment

I established our early UI art direction and aesthetic approach. My work revolved around concepting and tone-setting with light implementation.

- UI art direction, creating art bibles, defining scope approach
- Concepting full-screen UI (shops, dialogue, menus) and modular pieces (9-slices, button states, HUD, modals)
- Creating animated and still UI mock-ups using motion (After Effects), 3D (Blender), and 2D (Figma, Photoshop, Illustrator)
- Implementation of sub-levels, cameras, and blueprints for diegetic in-world menus
- UI implementation with UMG and CommonUI using blueprints, material parameters, materials, and UI shaders
- Interactive prototyping in Figma
- Exploring accessibility features through mock-up variations (high contrast modes, big text modes)
- With UX designer, created organizational maps for player experience, information architecture, game flow, etc.

Other Work Experience

2019—2021

Freelance Design & Motion Graphics

SpinMaster, SoleSavy

2020—2021

Jr. Motion Designer & 3D Designer

Jam3 (now .monks)

I animated UI for apps and web, created motion-heavy video content, and created 3D assets. Asides from aesthetic appeal, motion was used to sequence information in a digestible manner and transition users between information spaces. Alongside client-work, I also contributed to rapid prototyping animation in **3D (Blender, Cinema4D)** and **2D (After Effects)** for WebGL sites, apps, mobile games, and AR. Dev hand-off varied between projects but often involved creating animation **style guides**, **motion libraries**, and **Lottie** implementation.

**Notable Clients:** Oculus, Prime Video, Estée lauder

2018—2019

UI/UX Designer, Motion Designer

Konrad

I created appealing UI and user-driven UX solutions for a variety of clients. I participated in the full process including pitching, planning, and final design execution. We built marketing **sites**, complex **dashboards**, and **apps**. I had facilitated the full UX workflow including design-thinking workshops, user journeys, information architecture, prototyping (**Axure**, **Figma**), upholding accessibility standards, and user testing.

As a Motion Designer, I animated UI interfaces and created video content for clients and marketing. I also led a small team to **produce**, **write**, and **edit**, 300+ educational videos for online courses on tech and design.

**Notable Clients:** LoyaltyOne, BrainStation, Moneris

Education

2014—2018

Bachelors of Design (Graphic Design)

OCAD University, Toronto Canada

2012—2014

Incomplete Bachelors of Fine Arts (Film Production)

York University, Toronto Canada