

## Sam Ballard

WWW.SUNLIGHTAFTERDARK.COM

@BARON\_BLACKMORE

(+44) 7825 760 526

---

Highly motivated **multi-disciplinary interaction designer**, drawing on **10 years experience** with all things digital and a passion for **creating intuitive and engaging experiences**.

---

### SKILLS

**Expertise in** UI & UX Design, Prototyping, Game Design, Illustration, Branding.

**Using** Adobe Creative Suite, Figma, Unity, C#, HTML, CSS.

**Making** Mobile Apps, Games, Software, Websites, Wireframes, Concept Art, Illustration.

### EXPERIENCE

#### **Digital Designer**, FREELANCE (JAN 2012 - PRESENT)

Since 2012 I've been involved in everything creative in the digital world, working in a wide variety of roles and teams. Highlights include:

- Designed mobile **UI & UX for a \$4M backed game** on Kickstarter.
  - Responsible for maintaining parity across platforms and non-digital components.
  - Developed interactive prototypes, delivering component libraries and guides to developers, in an agile workflow.
- **Designed UX for NHSx** antibody testing service.
  - Created user flows and built interactive wireframes for rapid iterative testing.
  - Integrated designs with other gov.uk and NHS technologies and services.
- **Animated videos for TED, Channel 4**, and indie musicians.
- Game and visual design for the Labour party **mobile game of 1.6M plays**.
- **Taught a class on Photoshop** at the General Assembly.

#### **Design Lead**, 100 EMOJI LTD (JAN 2018 - DEC 2018)

- Laid the groundwork for the brand and the product's visual design.
- Developed interaction patterns for cross-platform games and services.
- Produced game onboarding and monetisation flows.

#### **Game Designer**, NEKTAN LTD (OCT 2015 - MAY 2016)

In a scrum team, I designed online games, handling projects every step of the way, from concepts, through development, to final release.

- Redeveloped the online game lobby front end, which led to an update of all Nektan sites.

#### **Senior Artist**, SECRET GAMES COMPANY LIMITED (OCT 2015 - MAY 2016)

- Ideated game concepts and visual style with concept art.
- Illustrated an asset library of over 100 digital paintings for procedurally generated gameplay.

### EDUCATION

**BA Hons Animation Production**, The Arts Institute at Bournemouth (2008 - 2011)