

Sam Ballard

SENIOR UX DESIGNER



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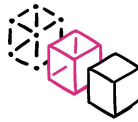
EXPERTISE IN



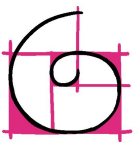
GAME DESIGN



UI & UX



PROTOTYPING



VISUAL DESIGN



BRANDING



DEVELOPMENT

USING



ADOBE CS



FIGMA



UNITY



C#



HTML



CSS

CREATING



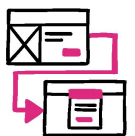
GAMES



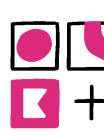
SOFTWARE



WEBSITES



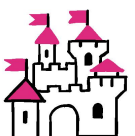
WIREFRAMES



APPS



ILLUSTRATION



CONCEPT ART



ANIMATION



STORYBOARDS

PROFILE

Highly motivated multi-disciplinary interaction designer, drawing on 15 years experience making all things digital, and a passion for creating intuitive and engaging experiences.

I've been making things as long as I can remember. I *can not stop*, and have never shied away from learning a new craft. I work best as a fingers-in-all-the-pies design lead for lean multi-disciplinary teams.

EXPERIENCE

SENIOR UX DESIGNER

ZA/UM STUDIO • REMOTE, UK • APR 2022 - JUL 2026

- Shipped 2 titles; *Zero Parades* and *Disco Elysium*.
- Lead multidisciplinary teams in designing and developing the gameplay and menus.
- Designed for PC, console and mobile, from concept to release.
- Produced high fidelity UX wireframes, UI, animation, storyboards, and playtesting materials.
- Build complex user flows, integrating feedback from external analysing playtest data.
- Created high quality documentation and assets for implementation in Unity.

SENIOR ARTIST

PRELOADED • REMOTE, UK • JUL 2021 - JAN 2022

- Developed UX & UI for a AR geo-spatial mobile game.
- Responsible for defining the IP, all branding and marketing materials for *Lego* and *Ordnance Survey*.
- Lead and mentored a team of 3D and technical artists.
- Created fully illustrated pitch docs for external clients.
- Created marketing videos and adverts for IP testing.

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EDUCATION

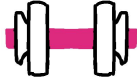
BA (HONS) ANIMATION PRODUCTION

ARTS UNIVERSITY BOURNEMOUTH
2008 - 2011

INTERESTS



MUSIC JAMS



FITNESS



GARDENING



SEWING



TTRPGS



DOGS

EXPERIENCE (CONTINUED)

DIGITAL DESIGNER

FREELANCE • REMOTE, UK • JAN 2012 - JUN 2021

- 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.
- UX for *NHSx* testing service during the COVID19 Pandemic.
 - Created user flows and built high fidelity interactive wireframes for rapid iterative user testing.
 - Integrated designs with other *NHSx* technologies and services.
- Animated videos for *TED*, *Channel 4*, and many indie musicians.
- Game and visual design for *Labour party* game of 1.6M plays.
- Taught classes on Photoshop at *General Assembly*.
- Branding for businesses, schools, agencies and charities.

LEAD DESIGNER

100 EMOJI LTD • REMOTE, UK • JAN 2018 - DEC 2018

- UX & game design for cross-platform puzzle games.
- Product design, branding and UX for Finance management app.

GAME DESIGNER

NEKTAN • LONDON, UK • OCT 2015 - MAY 2016

- Designed, illustrated and developed multiple online games.
- Built and tested responsive websites with animated components.

SENIOR ARTIST

SECRET GAMES COMPANY • REMOTE, UK • JAN 2015 - AUG 2015

- Produced all visual assets and animation for a 4x strategy game.
- Illustrated an asset library of over 100 digital paintings for procedurally generated gameplay.