

WAHAB AHMAD

Art Director & Lead UI/UX Specialist — Mobile & PC Games

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SUMMARY

Art Director and Lead UI/UX Specialist with 10+ years directing art and UI/UX strategy for mobile and PC games, including five titles that reached #1 on the US Top Charts and surpassed 35 million combined downloads. Builds Figma design systems, Spine Pro animation pipelines, and AI-assisted art pipelines using ComfyUI, Stable Diffusion, and Midjourney that speed up concept iteration and developer handoff. Leads and mentors artist teams from concept through live-ops support.

EXPERIENCE

Senior Game Artist — Zplay | Beijing, China | October 2024 – Present

- Built the UI/UX design workflow in Figma, creating high-fidelity interactive prototypes and design systems that streamlined developer handoff
- Directed artistic direction for multiple puzzle match-three and casual mobile titles, driving user-centered design strategies
- Established an AI-assisted art pipeline using ComfyUI, Stable Diffusion, and Midjourney to accelerate concept and asset generation across the team
- Increased player engagement by building dynamic UI animations and visual feedback loops in Spine Pro
- Reduced load times by 40% and improved frame rates on low-end devices by partnering with developers to optimize game assets and performance without sacrificing visual quality
- Increased player retention by 20% during live events by directing art for Live Ops, seasonal content, and promotional assets • Mentored and managed a team of artists, raising creative output and team efficiency

Lead Game Artist — CardaStation | London, UK | August 2022 – October 2024

- Increased user retention by 62%, grew weekly active users from 80 to 370, and drove \$1,600 in monthly recurring revenue by leading art direction and UI/UX strategy for the project
- Managed an AI-assisted concept and asset pipeline using ComfyUI, Stable Diffusion, and Midjourney, speeding up early-stage art exploration
- Delivered UI/UX guidelines and mockups in Figma that unified the player experience across the game
- Defined the game's art style and directed the team in producing on-brand characters, environments, props, vehicles, and NFT assets
- Improved scene, character, and material performance by applying asset optimization techniques across the production • Ran regular art-team feedback sessions that improved output quality and surfaced growth opportunities for artists

Senior Game Artist — ZPlay | Beijing, China | 2022

- Directed the art team on *Survival Game Master*, a free-to-play title that reached #1 on the US Top Charts on iOS and Android
- Partnered with the Producer to develop concept documentation that guided development across multiple titles
- Led prototype development used to validate game concepts before production
- Designed UI/UX interfaces tailored to each title's art style, increasing player engagement
- Optimized game assets with developers to maintain smooth performance

Senior Game Artist — Mood Games | Bursa, Turkey | 2020 – 2022

- Directed art for *Queen Bee*, which reached #1 on the US Top Charts
- Streamlined the art department's workflow, increasing team efficiency and output
- Produced characters, environments, and props across multiple titles
- Ran candidate interviews and evaluations as part of the art team's hiring process
- Partnered with team leads to develop new concepts and prototypes

Game Artist — OneTexh | Lahore, Pakistan | 2017 – 2020

- Led UI/UX design across multiple titles, improving player engagement
- Designed 2D and 3D characters and environments central to game narratives

Graphic and UI/UX Designer — The Optimizers | Lahore, Pakistan | 2015 – 2017

- Designed UI and graphics for mobile applications and websites
- Built interactive wireframes and prototypes used for user testing and iterative design

LANGUAGES & TECHNOLOGIES

UI/UX & Motion: Figma, Adobe Photoshop, Illustrator, After Effects, Spine Pro

AI Art & Pipeline: ComfyUI, Stable Diffusion, Midjourney, AI-assisted concept and asset generation, AI pipeline management

3D Art: Zbrush, Blender, Substance Painter, hard-surface & organic sculpting, texturing, rigging

Game Engines: Unity 3D, Unreal Engine, Godot, Cocos Creator

Leadership: Art direction, art pipeline management, mentoring, recruitment

ACHIEVEMENTS

- Directed art for five #1 US Top Chart mobile titles (*Stone Miner*, *JunkYard Keeper*, *Queen Bee*, *Survival Game Master*, *Bus Mania*), surpassing 35 million combined downloads
- Led art direction for *Bus Mania – Car Parking Jam*, scaling to 10M+ downloads and \$48K in IAP revenue
- Directed *Water Jam Sort Puzzle*, surpassing 200K+ downloads
- Directed *Water Mania*, surpassing 157K+ downloads
- Directed art for a Cardano (ADA) NFT metaverse project built on Unity 3D
- Directed indie titles on Unreal Engine and Unity for Steam
- Directed a game released across mobile and Nintendo Switch

EDUCATION

Bachelor of Business Administration, Business Management

FAST National University