







Skills

- Conceptualization | Character Design | Environment Design | Props / Assets Design | UI / UX Design | Brand Design | Creature Design
- Lowpoly Modelling | Texturing | UV Unwrapping | Organic \ Inorganic Sculptures | Hard surface Modelling | Rigging | Animations
- Lead Game Artist | Character Artist | UI / UX Artist | Tutor | Generalist | English, Hindi, Punjabi – *All professional proficiency or above*

Software

 Zbrush |  Unity |  Unreal |  Blender |  Substance Painter |  Illustrator |  Photoshop |  Marmoset Toolbag

Experience

Lead Game Artist

CardaStation

London, UK

08/2022 – Present

- Spearheaded the Art and Design efforts of the project, leveraging user-centric strategies that resulted in a remarkable 62% increase in retention, \$1600 monthly recurring revenue (MMR), and a surge in weekly active users from 80 to 370.
- Devised and implemented a scalable art process utilizing Notion, enhancing team workflow, task monitoring, and overall performance.
- Collaborated closely with developers to optimize the game, implementing efficient techniques that significantly improved performance.
- Developed comprehensive guidelines for artists and developers, establishing streamlined workflows and facilitating continuous improvement.
- Presented impactful UI/UX guidelines, accompanied by mockups, to guide the team in creating a cohesive and engaging user experience.
- Defined the distinct art style for the game and directed the team in generating assets that aligned seamlessly with the established vision.
- Crafted compelling characters, immersive environments, detailed props, and captivating vehicles.
- Applied optimization techniques to refine scenes, characters, vehicles, and materials, ensuring optimal performance across various assets.
- Orchestrated regular team meetings to provide constructive feedback, foster growth, and gain deeper insight into team members' potential, ultimately driving efficiency enhancements.

Senior Game Artist

ZPlay

Beijing, China

05/2022 - 08/2022

- Directed and led the team in the creation of the highly successful F2P game "Survival Game Master," which achieved the prestigious #1 position in the US Top charts and generated an impressive revenue of nearly \$75k from both iOS and Android platforms.
- Collaborated closely with the Producer to design comprehensive documentation outlining various game concepts for development.
- Spearheaded the development of prototypes to facilitate rigorous testing and validation of game ideas.
- Collaborated effectively with developers to optimize game assets, ensuring seamless performance and exceptional player experiences.
- Designed intuitive and captivating UI/UX interfaces tailored to each game's unique art style, enhancing user engagement and satisfaction.
- Provided expert guidance and support to the team, fostering the creation of optimized assets that effectively complemented the game experiences.

Senior Game Artist

Mood Games

Bursa, Turkey

11/2020 - 04/2022

- Streamlined and optimized the workflow of the art department, fostering increased efficiency and productivity within the team.
- Generated innovative ideas for games and played a pivotal role in their successful implementation.
- Successfully managed the art direction for the highly acclaimed game "Queen Bee," which achieved the prestigious #1 position in the US Top Charts and generated approximately \$110k in revenue.
- Actively participated in the recruitment process, conducting interviews and evaluating potential candidates to ensure the team's continued growth and success.
- Demonstrated artistic expertise by creating high-quality assets, immersive environments, captivating props, and memorable characters.
- Collaborated closely with team leads to explore new concepts, contributing to the development of prototypes and pushing the boundaries of creative possibilities.

Education

[And more...](#)

Bachelor in Business Administration

FAST National University

Pakistan, Lahore

2018 – 2022

- Major is Business Management

Soft-Skills

- Highly driven by creativity
- Problem solving mindset
- Strong advocate of "Communication can make everything better"
- Proven Experience in Mentoring and Leadership
- An exceptional eye for details
- Always willing to learn and improve