

WAHAB AHMAD

ART DIRECTOR | LEAD GAME ARTIST | 3D ARTIST



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Summary

With a proven track record of driving success in different domains of gaming industry, I look forward to the horizon to find a new adventure. With extensive experience in leading art and design efforts, I've consistently delivered outstanding results, including significant increases in user retention, revenue, and active user engagement. Skilled in optimizing team workflows, implementing scalable processes, and fostering collaboration between artists and developers, I've played a pivotal role in the success of multiple projects. Skilled in defining art styles, building immersive environments, and optimizing assets for peak performance, I consistently bring creativity and expertise to every project. I'm dedicated to delivering exceptional gaming experiences and fostering continuous improvement within the industry.

Skills

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

Softwares

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

Experience

Lead Game Artist

CardaStation

London, UK

08/2022 – Present

- Directed the Art and Designs 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

Beijng, 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.

Game Artist

OneTexh

Lahore, Pakistan 12/2017 - 06/2020

- Designed and crafted assets for numerous gaming projects, contributing to the visual and interactive appeal of each game.
- Collaborated closely with the development team on ideation and documentation phases, ensuring alignment with project objectives and player expectations.
- Took a leading role in the UI and UX aspects of game development, enhancing user engagement and overall gaming experience.
- Conceptualized and brought to life diverse 2D and 3D characters integral to the narrative and gameplay dynamics of each game.
- Produced immersive and captivating environments tailored to the unique requirements of various game genres.
- Implemented optimization techniques to streamline scenes and overall game performance, achieving maximum efficiency without compromising on visual quality or gameplay integrity.

Graphic Designer

The Optimizers

Lahore, Pakistan 03/2015 - 12/2017

- Crafted visually stunning graphics and user interfaces for a variety of mobile applications and websites, ensuring a seamless and intuitive user experience.
- Translated client requirements and project objectives into engaging visual concepts and design layouts, maintaining consistency with brand guidelines and industry standards.
- Collaborated closely with cross-functional teams including developers, product managers, and marketing specialists to iterate on design solutions and optimize user interaction flows.
- Conducted thorough research and analysis of user feedback, market trends, and competitor strategies to inform design decisions and enhance product usability.
- Implemented best practices in mobile app and web design, including responsive design principles, typography, iconography, and color theory, to create polished and user-friendly interfaces.
- Utilized prototyping tools and techniques to create interactive wireframes and prototypes, facilitating user testing and iterative design improvements.
- Stayed updated on emerging design trends, tools, and technologies to continuously enhance skills and deliver innovative design solutions.



Education

Bachelor in Business Administration

FAST National University *Pakistan, Lahore*

2018 – 2022

- Major is Business Management

Achievements

- **NFT Project**

Worked on one of the best NFT projects of Cardano, ADA to develop a PC Game.

- **Survival Game Master**

1 in Top US Charts on both iOS and Android. 10+ million downloads.

- **Stone Miner**

1 in Top US Charts on both iOS and Android. 10+ million downloads.

- **JunkYard Keeper**

1 in Top US Charts on both iOS and Android. 10+ million downloads.

- **Queen Bee**

1 in Top US Charts on both iOS and Android. 10+ million downloads.

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

