

# WAHAB AHMAD

## ART DIRECTOR | MENTOR | GAME 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 |  Photoshop |  Marmoset Toolbag

### Experience

#### Senior Game Artist

Zplay

Beijing, China 10/2024 – Present

- Leading the artistic direction and design efforts for multiple puzzle match-three mobile games, driving user-centered strategies.
- Establishing and maintaining an efficient art production pipeline, improving team workflow, task tracking, and overall productivity.
- Mentoring and managing a team of artists, providing clear direction, constructive feedback, and fostering a collaborative environment that is enhancing creativity and efficiency.
- Collaborating with developers to optimize game assets and performance, reducing load times by 40% and improving frame rates on low-end devices without compromising visual quality.
- Overseeing the art requirements for Live Ops, including seasonal events, new content updates, and promotional assets, contributing to a 20% increase in player retention during events.
- Designing and supervising the creation of high-quality 2D/3D assets, including characters, environments, and props, ensuring they meet technical and artistic standards.
- Defining and maintaining the game's unique art style, ensuring consistency across characters, environments, props, and visual effects, while aligning with the game's brand and target audience.
- Applying advanced optimization techniques to assets and scenes, reducing memory usage by 30% while maintaining visual fidelity across various mobile devices.
- Delivering visually stunning and performance-optimized games that are resonating with players and achieving significant business growth.

#### Lead Game Artist

CardaStation

London, UK 08/2022 – 10/2024

- Led the artistic direction and design efforts for the project, focusing on user-centered strategies that resulted in a 62% increase in user retention, \$1,600 in monthly recurring revenue, and a rise in weekly active users from 80 to 370.
- Created and implemented an efficient art production process using Notion, which improved team workflow, task tracking, and overall productivity.
- Worked closely with developers to optimize the game, employing techniques that enhanced performance significantly.
- Developed comprehensive guidelines for artists and developers, streamlining workflows and promoting continuous improvement.
- Provided the team with clear UI/UX guidelines and mockups to ensure a cohesive and engaging user experience.

- Defined the game's unique art style and guided the team in producing assets that matched the established vision
- Designed compelling characters, immersive environments, detailed props, and captivating vehicles.
- Applied optimization techniques to improve the performance of scenes, characters, vehicles, and materials across various assets.
- Organized regular team meetings to offer feedback, encourage growth, and better understand team members' strengths, ultimately leading to efficiency gains.

### 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 reached the #1 position on the US Top Charts across iOS and Android platforms.
- Worked closely with the Producer to develop comprehensive documentation for various game concepts, guiding the development process.
- Led the development of prototypes, enabling thorough testing and validation of game ideas.
- Collaborated with developers to optimize game assets, ensuring smooth performance and a high-quality player experience.
- Designed intuitive and visually engaging UI/UX interfaces tailored to the unique art style of each game, boosting user engagement and satisfaction.
- Provided expert guidance and support to the team, ensuring the creation of optimized assets that effectively enhanced the overall game experience.

### Senior Game Artist

#### Mood Games

*Bursa, Turkey* 11/2020 - 04/2022

- Streamlined and optimized the workflow of the art department, resulting in increased efficiency and productivity across the team.
- Contributed innovative ideas for games and played a key role in their successful execution.
- Managed the art direction for the highly acclaimed game "Queen Bee," which secured the #1 position on the US Top Charts.
- Actively participated in the recruitment process, conducting interviews and evaluating candidates to support the team's growth and success.
- Demonstrated artistic expertise by creating high-quality assets, immersive environments, captivating props, and memorable characters.
- Collaborated with team leads to explore new concepts, aiding in the development of prototypes and pushing creative boundaries.

### 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 specific requirements of various game genres.
- Applied optimization techniques to streamline scenes and enhance overall game performance, achieving efficiency without sacrificing visual quality or gameplay integrity.

## Graphic and UI/UX Designer

### The Optimizers

Lahore, Pakistan 03/2015 – 12/2017

- Designed visually stunning graphics and user interfaces for various mobile applications and websites, ensuring a seamless and intuitive user experience.
- Translated client requirements and project objectives into engaging visual concepts and design layouts, consistently adhering to 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, incorporating responsive design principles, typography, iconography, and color theory to create polished and user-friendly interfaces.
- Utilized prototyping tools to create interactive wireframes and prototypes, enabling user testing and iterative design improvements.

## Education

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### Bachelor in Business Administration

### FAST National University

Pakistan, Lahore

- Major is Business Management

## Achievements

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- **Golf Blitz**

Worked on Golf Blitz Live Ops.

- **Bus Mania**

#1 in US Charts on both iOS and Android.

- **Steam Indie Games**

Directed multiple game on Unreal and Unity for Steam.

- **IP for Mobile and Nintendo Switch**

Directed Game for Mobile and Nintendo Switch on Mobile and Nintendo Switch.

- **Metaverse Project**

Directed Art for a NFT project of Cardano, ADA to develop a PC Game on Unity 3D.

- **Survival Game Master**

Directed Art for a NFT project of Cardano, ADA to develop a PC Game.

- **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

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