

Roger J. Yuen | Creative Leader : UX Champion

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Introduction

As a veteran of the creative industry, I've been blessed to be a part of many great companies. I put great value on being creative, dedicated, and productive with hard working teams. I have the ability to motivate and harness endless potential out of designers and creatives around me. Leading by example is one of the key philosophies I work and live by. I find great reward in taking the lead and collaborating with others to build industry leading products.

Employment

Senior Design & Art Manager | Chicago, IL | SG Interactive | Aug. 2015 - Present

Leadership:

- Working cross discipline to ensure products are deliverable and of the highest quality.
- Reporting to the SVP with UX KPIs, and playability research to develop product roadmaps.
- Collaborating with BI Analytics and Marketing groups to refine products B2C and B2B performance.
- Ensuring functionality, experience, and branding of all products are cohesive and streamlined.
- Developing UX measurement and insights to help lead our divisional creative teams.
- Managing an on site team of 10 : UI/UX Specialists, Artists, and Graphic Designers.
- Leading and collaborating with 12 (+) off site (India and UK) UI/UX Specialists and Artists.
- Manage schedules and production pipelines for local and global teams.
- Train teams in Human Centered Design and current Design Methods.
- Operating in the Agile work methodology.

Hands On:

- UX design flows and wire frame journeys.
- Implement design styles and templates for digital division.
- Create 2D / 3D comps for new product launches.
- General design and art optimizations.

Titles Shipped: *Sword of Destiny, Viking Vanguard, Spartacus CTA* [iOS & Desktop]

Design & Art Manager | Chicago, IL | Williams Interactive (WMS) | May. 2013 - Aug. 2015

Leadership:

- Manage art schedules and production pipelines for 7 staff artists.
- Define art style and visual approach for game titles.
- Streamline the Art Department's work flow.
- Setup quality, efficiency, and production standards.

Hands On:

- Create 2D / 3D assets for current game titles.
- Implement art style for assets and animations.
- UX and UI design.
- Flash animation.
- Concept design.

Titles Shipped: *Elvis Double Money Burst, Crime Pays, Raging Rhino* [iOS & Desktop]

Art Consultant | Reston, VA | Flipside5 Inc. | Mar. 2011 - Mar. 2013

Leadership:

- Managed schedules and time lines for 2D / 3D asset creation.
- Initialized strategic planning & approach to executing art style for game titles.

Hands On:

- Modeled & textured 3D assets for current game titles.

- Implemented visual / conceptual art style on assets and UI & UX design.

Titles Shipped: *Touch Hockey 2, Touch Tanks 3.0, Touch Tanks 4.0, Touch Tanks 5.0, Mancala* [iOS & Android]

Senior Lead Level Architect | Chicago, IL | Robomodo Inc. | Feb. 2009 - Oct. 2010

Leadership:

- Managed schedules and time lines for environment creation.
- Led team of 2 - 3 artists in the process in creating game prop assets.
- Initialized strategic planning & approach to executing level style and look.
- Streamlined VFX department interaction with Environment department.

Hands On:

- Modeled & textured level structures and game play ground.
- Implemented visual art style on assets and structure textures.
- Fine tuned 3D levels and geometry to run at optimal level.

Titles Shipped: *Tony Hawk SHRED, and Tony Hawk RIDE* [PS3, Xbox360, Wii]

Senior Art Director | Chicago, IL | Seven Lights LLC | Dec. 2007 - Feb. 2009

Leadership:

- Managed art team of 4, and 2 freelance contractors in process of developing graphics, game assets, production assets.
- Scheduled development times for flash based game production.
- Streamlined art production process with technological knowledge of Adobe applications.

Hands On:

- Created high end 3D graphical models to render out as sprite based asset.
- Illustrated concept designs for game line up.
- Animated all 3d assets and 2d game pieces.

Titles Shipped: *The Continuum, Evasion, and Corporate Bloodbath* [Web & iOS]

Lead Artist & Senior UI Designer | Chicago, IL | EA / NuFX | Dec. 1999 - Nov. 2007

Leadership:

- Lead core team of 2 artists in Level production.
- Led 1 artist in user interface and front end production.
- Managed user interfaces production scheduling.

Hands On:

- Designed, modeled, and textured 3D Environments assets.
- Created user interface design comps and mock ups.
- Hand animated and rigged moving environment structures and props.
- Illustrated conceptual art for characters and create player modes.

Titles Shipped: *Def Jam Icon, Fight Night Round 3, Fight Night Round 2, Fight Night 2004, NBA Street Vol. 2, NBA Street, March Madness 2002 & 2003, and NBA Live 2000, 2001, and 2002* [PS3, Xbox360, Wii, PS2, Xbox, GameCube, and PS One]

Education

**Bachelors of Fine Arts and Visual Communications
Illinois Institute of Art Chicago, IL [1995-1998]**

Bachelors degree completed in 3 years.

Software

Photoshop, Illustrator, Dreamweaver, Indesign, After Effects, Sketch App, Adobe XD CC, Zeplin, Marvel App, Modo, Zbrush, MS Office, OSX, Windows OS, Unity, UDK, Spine, Agile Process, Jira, Light HTML / CSS, and Wordpress.

Referrals

Available upon request.