**Sam Ballard**

### SAM@SUNLIGHTAFTERDARK.COM @BARON\_BLACKMORE (+44) 7825 760 526

Highly motivated **multi-disciplinary interaction designer**, drawing on **10 years experience** with all things digital and a passion for **creating intuitive and engaging experiences**.

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### SKILLS

**Expertise in** UI & UX Design, Prototyping, Game Design, Illustration, Branding.

**Using** Adobe Creative Suite, Figma, Unity, C#, HTML, CSS.

**Making** Mobile Apps, Games, Software, Websites, Wireframes, Concept Art, Illustration.

### EXPERIENCE

### **Digital Designer,** FREELANCE (JAN 2012 - PRESENT)

Since 2012 I've been involved in everything creative in the digital world, working in a wide variety of roles and teams. Highlights include:

* Designed mobile **UI & UX for a $4M backed game** on Kickstarter.
  + Responsible for maintaining parity across platforms and non-digital components.
  + Developed interactive prototypes, delivering component libraries and guides to developers, in an agile workflow.
* **Designed UX for NHSx** antibody testing service.
  + Created user flows and built interactive wireframes for rapid iterative testing.
  + Integrated designs with other gov.uk and NHS technologies and services.
* **Animated videos for TED, Channel 4,** and indie musicians.
* Game and visual design for the Labour party **mobile game of 1.6M plays**.
* **Taught a class on Photoshop** at the General Assembly.

**Design Lead**, 100 EMOJI LTD (JAN 2018 - DEC 2018)

* Laid the groundwork for the brand and the product's visual design.
* Developed interaction patterns for cross-platform games and services.
* Produced game onboarding and monetisation flows.

**Game Designer**, NEKTAN LTD (OCT 2015 - MAY 2016)

In a scrum team, I designed online games, handling projects every step of the way, from concepts, through development, to final release.

* Redeveloped the online game lobby front end, which led to an update of all Nektan sites.

**Senior Artist**, SECRET GAMES COMPANY LIMITED (OCT 2015 - MAY 2016)

* Ideated game concepts and visual style with concept art.
* Illustrated an asset library of over 100 digital paintings for procedurally generated gameplay.

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### EDUCATION

**BA Hons Animation Production,** The Arts Institute at Bournemouth (2008 - 2011)