**Umair Qazi** | +92-321-4105669 | [umairqaxi@gmail.com](mailto:umairqaxi@gmail.com) | Lahore, Punjab | [LinkedIn](https://www.linkedin.com/in/umair-qazi/) | [Portfolio](https://www.behance.net/umairqaxi)

**Digital Creator | Game Designer & Developer | Concept Artist | Illustrator | Story Teller | Immersive Experience Designer**

* **Spearheaded the development of** [**Farm Day Farming Offline Games**](https://play.google.com/store/apps/details?id=com.bag.farm.day.village.farming.games), garnering 10M+ downloads; designed 100+ game assets; the game remains *The Game Storm Studio’s* best-selling farm game.
* **Designed and iteratively refined modules of** [**Oil Tanker Truck Games**](https://play.google.com/store/apps/details?id=com.hts.oiltanker.transport.truck.simulator.driving.games&pli=1), achieving 1M+ in downloads and 5-star reviews; enhanced gameplay for a diverse age range of children and significantly improved user engagement and satisfaction.
* **Developed and enhanced market reach for** [**City Construction: Truck Games**](https://play.google.com/store/apps/details?id=com.hts.kids.construction.truckgames) by designing vibrant characters and engaging branding materials for conventions and workshops, tailoring game visuals to captivate targeted age groups, particularly children.
* **Key Skills:** Photoshop, Illustrator, After Effects, MS Office Suite, UX/UI Design, Visual Design Creation, Digital Paint, Character Design, Game Art, Gameplay Development, Map Design, Digital Media Marketing: WordPress, Shopify, Meta Business, SEM, SMM

**PROFESSIONAL EXPERIENCE**

**Lead Art Generalist,** Quik Games 11/2022 – Present

Enhances game immersion and player engagement by leading the R&D and concept art creation for diverse game genres, ranging from simple game designs to complex illustrations for children's books. Translates briefs into comprehensive design blueprints and fully realized game levels. Streamlines design and development processes by directing and mentoring a dynamic team of ~8 employees, ensuring efficient art and design production from concept and rapid prototyping through to market launch.

*Creative Direction*

* Drove educational game designs for children with special needs, such as autism, ADHD, and dyslexia, enhancing learning outcomes, by developing interactive games that teach colors, words, and basic habits.
* Led the conceptualization and creation of over 50 NFT assets for an MMORPG game, focusing on meta and blockchain elements, overseeing a team of 3D and 2D artists to transform initial ideas into finalized digital assets that users could purchase.
* Designed and implemented base UI wireframes for a blockchain-based metaverse console game to support user interactions.
* Elevated MMORPG design with innovative 3D environments and NFT elements, mastering tokenomics and game tiering to enhance player progression and engagement.
* Conceptualized and created casino games, including [Mystery Book](https://www.behance.net/gallery/191416639/Mystery-Book-Casino), [Book of Wizard](https://www.behance.net/gallery/191415935/Book-Of-Wizard-Casino), and [Vampire Vault](https://www.behance.net/gallery/191414229/Vampire-Vault-Casino-Slots); leveraged Photoshop, Illustrator, and After Effects.
* Other games in the portfolio include: [Vampire Legends](https://fatduckstudio.com/portfolio/vampire-legends/), [Like An Animal](https://fatduckstudio.com/portfolio/like-an-animal/), [Slidey Ball](https://fatduckstudio.com/portfolio/slidey-ball/), [Avoid The Pit](https://fatduckstudio.com/portfolio/avoid-the-pit/), [Droplet Journey](https://fatduckstudio.com/portfolio/droplet-journey/), [Don’t Shoot the Piggys](https://fatduckstudio.com/portfolio/dont-shoot-the-piggys/), [Vegas Fruit](https://fatduckstudio.com/portfolio/vegas-fruit/), [Color Rush](https://fatduckstudio.com/portfolio/color-rush/), [Drop Ball](https://fatduckstudio.com/portfolio/drop-ball/), [Cover Bee](https://fatduckstudio.com/portfolio/cover-bee/), [Color Jump](https://fatduckstudio.com/portfolio/color-jump/), [Arrow Rain](https://fatduckstudio.com/portfolio/arrow-rain/), [Super Hot 81](https://fatduckstudio.com/portfolio/super-hot-81/), [Climbee](https://fatduckstudio.com/portfolio/climbee/), [Who’s the Killer](https://fatduckstudio.com/portfolio/whos-the-killer/), [Plane Shooter](https://fatduckstudio.com/portfolio/plane-shooter/), [Ludo Haveli](https://fatduckstudio.com/portfolio/ludo-haveli/), [Stylish Makeover](https://fatduckstudio.com/portfolio/stylish-makeover/), [Kid’s Puzzle](https://fatduckstudio.com/portfolio/kids-puzzle/), [Kid’s Oil Tanker](https://fatduckstudio.com/portfolio/kids-oil-tanker/), [Grand City Construction](https://fatduckstudio.com/portfolio/grand-city-construction/), [Home Maker Madness](https://fatduckstudio.com/portfolio/home-maker-madness/), [Family Kitchen](https://fatduckstudio.com/portfolio/family-kitchen/), [Basket Bash](https://fatduckstudio.com/portfolio/basket-bash/), [Cooking Charm](https://fatduckstudio.com/portfolio/cooking-charm/)
* ***Key Clients:*** Big Immersive, Brwn Bags, Lane 4 Solution, Laser, Lympo, Nona Kid, OZI Technology, Sprinkle My Feet, Swag Soft, Ten Facilities Management, Ultimate SLP, Zoinks Interactive, Cross Hair, Amimoca Brands, Centillion, Commons Coworking, Creative Distrix, Game District, The Game Storm Studios, Games Logic Interactive, tozi

*Strategic Game Design & Development*

* Developed detailed design documents outlining concepts, game elements, and progression strategies, including for [Roboverse](https://www.behance.net/gallery/202844007/Roboverse).
* Ensured cohesive game aesthetics and functionality by maintaining rigorous oversight and collaboration with development teams, optimizing animation styles and game-level progression according to strategic visions.
* Increased market responsiveness by coordinating with marketing teams to create and adjust marketing assets based on game performance and audience reception, leading to tailored marketing strategies that enhanced online visibility.
* Influenced strategic project timelines and budget considerations by providing expert assessments of design timelines to management, facilitating more accurate project scheduling and resource allocation.
* Led market research and design for new games, analyzing current trends to ensure high relevance and user engagement.
* Catalyzed client-driven game development by fully managing game design projects, from initial concept through to completion, consistently meeting client expectations.

**Lead Game Designer**, Game District 10/2021 – 10/2022

Led the successful design and launch of various game projects. Effectively managed and expanded a team of 4; hired and trained 2 new interns who became proficient enough to independently develop successful games.

* Designed and developed '[Mechstorm](https://www.behance.net/gallery/160410271/Mechstorm),' a multi-product game, crafting the cover, characters, mood boards, and structure, and overseeing the tier-based upgrading of robots, bikes, and cars to enhance player engagement and game complexity.
* Generated an estimated profit of $15K from 3 major products; developed engaging visual assets for diverse gaming experiences, from concept sketches to final renders, ensuring age-appropriate designs that aligned with each game’s goals.
* Designed and implemented a variety of games and digital content, including educational storybooks and multi-product games with upgradeable features.

**2D Game Artist**, Zoinks Interactive 04/2019 – 09/2021

Spearheaded diverse digital art projects, creating kid storybook illustrations, editorial cartoons, and NFTs; handled a broad range of assignments from games to various digital artworks. Leveraged Adobe Photoshop and Illustrator to deliver vibrant and appealing visual narratives that captivated young audiences. Sustained a 100% success rate.

* Delivered [editorial cartoons](https://www.behance.net/gallery/82979211/Editorial-Cartoons) on time and within budget for an international newspaper.
* Drove [concept art for toys](https://www.behance.net/gallery/66464531/Concept-Art) to be distributed in major retail outlets, including Walmart and Costco in the UK, overseeing the design process from concept to production-ready models.
* Designed a series of [character-based NFTs](https://www.behance.net/gallery/166251267/Nft-astro), creating multiple avatars from an initial character concept to diversify digital assets.
* Developed 3D post-production and marketing assets for a varsiety of [3D games](https://www.behance.net/gallery/66477085/3D-post-production-marketing-assets).
* Created an [isometric game](https://www.behance.net/gallery/66465065/Digital-Paint), including overseeing the concept art, rendering, and digital painting.
* Produced dynamic spine animations for game characters, enhancing player interaction and game realism.

**C.G. Artist**, The Game Storm Studio 05/2017 – 08/2019

Crafted marketing assets and collaborated with various artists on multiple 2D and 2.5D games and icons, ensuring cohesive visual styles and high-quality graphical content across projects.

* Developed comprehensive game elements for multiple match-three games, handling character and environment design, and occasionally delivering complete game projects.
* Collaborated with diverse teams to create over 100 in-game assets for the organization’s best-selling farming game, demonstrating expertise in digital painting and asset creation that significantly contributed to the game’s success.

**Junior Game Artist**, Creative Distrix 02/2016 – 04/2017

Utilized Adobe Photoshop to design icons and logos for mobile games, enhancing visual identity and brand consistency across platforms. Created over 20 original characters for mobile games, enriching gameplay with diverse and engaging character designs.

* Designed UI elements and in-game layouts, ensuring intuitive navigation and aesthetic coherence to boost player engagement.
* Developed immersive in-game backgrounds and environments, contributing to the game world's realism and player immersion.
* Led marketing campaigns by creating multiple marketing assets that effectively increased user acquisition.

**EDUCATION & PROFESSIONAL DEVELOPMENT**

**Digital Marketing Certification**, Nexskill 2024

**Bachelor of Arts in Design**, National College of Arts 2011 – 2016

*Award & Recognitions:*

* NCA 14th Convo-Puppet Prize (2019): Awarded under the directorship of theatrical society, “The Puppeteers”.
* Nexskill Skill Development Educator Award (2018): Awarded acknowledgement certificate for initiating a design course under Nexskill.

Umair Qazi Resume | Page 02 | +92-321-4105669 | [umairqaxi@gmail.com](mailto:umairqaxi@gmail.com) | [LinkedIn](https://www.linkedin.com/in/umair-qazi/) | [Portfolio](https://www.behance.net/umairqaxi)