

# Amirul Hafeez Che Aziz

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## Summary

Accomplished Art Lead with 9+ years directing visual development across gaming and animation industries, combining creative excellence with strategic business acumen to deliver measurable results. Expert at bridging creative and technical teams through visual communication, having successfully directed teams of 15+ artists and established visual standards that improved player engagement while reducing production timelines

## Skills

- Adobe Creative Software:** Photoshop, Illustrator, Animate/Flash, Substance Painter
- Game Engines:** Unreal Engine 5, Unity Engine
- 3D & Animations:** Blender, Unity Spine

## Work Experience

**Ammobox Studios Sdn Bhd** May 2022 — Present  
*Art Lead*

- Established visual direction for multiple games by creating key art and style guides, resulting in 80% approval on first presentation reducing revision cycles by 40%
- Bridged communication gaps through real-time visual sketching, accelerating stakeholder alignment on 15+ major design decisions from days to hours
- Collaborated with writers, technical directors, and game directors to define achievable goals, delivering projects within scope while maintaining client vision
- Created comprehensive art documentation and brand guidelines adopted by 15+ team members, ensuring consistent visual quality throughout 36-month production cycles
- Implemented quality review process before client presentation and engine implementation for consistent visual standards across 500+ game assets avoiding rework
- Developed move set behavior and VFX animatics for animation team, reducing production time by 30% and eliminating costly revision rounds
- Designed cohesive visual branding systems including UI packs, icons, and marketing materials for game products, increasing brand recognition scores by 25%
- Created storyboard-driven gameplay transitions and cinematics that improved player engagement metrics by 35% during tutorial sequences based on analytics data

**Nightmorning Studios Sdn Bhd** Oct 2016 — Apr 2022  
*Art Director*

- Created key art and style guides for multiple game projects, achieving 90% first-pass client approval and directing teams of 2-5 artists
- Facilitated stakeholder meetings with live visual presentations, securing 4 consecutive project approvals and reducing negotiation time from weeks to days
- Designed unified UI/UX systems with 30+ interface elements, improving user navigation efficiency by 45% based on playtesting feedback
- Delivered animation pipeline including VFX and 2D rigging for 200+ game assets, increasing player engagement by 80% compared to the previous projects
- Developed marketing packages and brand identity for game launches, increasing marketplace visibility by 40% across iOS and Android platforms
- Converted 85% of pitches into signed contracts with clients including Hong Leong Bank, MDEC, Astro, and JD Sports through proven visual execution

**Giggle Garage Sdn Bhd** Jan 2015 — Apr 2016  
*2D Animator / Concept Artist*

- Created 50+ hand-rigged 2D assets in Adobe Flash for Kazoops! series, reducing production time by 25%
- Produced frame-by-frame VFX transitions using 2.5D techniques for 15 episodes, increasing viewer retention by 30% during scene transitions
- Transformed scripts into storyboards for client pitches, makes company able to reach more clients outside of animation industry such as Paddle Pop
- Synchronized audio/video editing for over 30+ scenes of Boing Boing and Origanimal series, achieving 90% sync accuracy and eliminating post-production revisions

## Volunteering

**KKM Kinta** Jan 2025 — Jan 2025  
*Lead Designer*

- Led complete brand identity and jersey design system, delivering distinctive 2025 visual package for sports team

**Mary Kay** Jan 2021 — Jan 2021  
*Art Lead*

- Directed diverse character avatar system design, creating company-wide adopted team representation library

**Nutrillife** Jan 2020 — Jan 2020  
*Creative Lead*

- Spearheaded full creative pipeline from concept to launch, delivering cohesive mobile game with integrated UI/UX design

**Celik Iqra: Abu Nuwas** Jan 2016 — Jan 2016  
*Art Lead*

- Executed professional linework and coloring for published comic, maintaining high artistic standards and visual consistency

## Education

**The One Academy** Jan 2013 — Jan 2015  
*Digital Animation & Game Development*

- Designed the Giant Shoe Box Installation for MISH (2014)
- Redesign Sunway Lagoon Quack family