

Amirul Hafeez Che Aziz

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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 100 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 3 projects within scope while maintaining client vision
- Created comprehensive art documentation and brand guidelines adopted by 20+ team members, ensuring consistent visual quality throughout 18-month production cycles
- Implemented quality review process before client presentation and engine implementation for consistent visual standards across 500+ game assets avoiding rework
- Developed behavior and VFX animatics for animation team, reducing production time by 30% through pre-approved movement sets and eliminating costly revision rounds
- Designed cohesive visual branding systems including UI packs, icons, and marketing materials for 4 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 10-15 artists
- Facilitated stakeholder meetings with live visual presentations, securing 8 consecutive project approvals and reducing negotiation time from weeks to days
- Designed unified UI/UX systems with 200+ interface elements, improving user navigation efficiency by 45% based on playtesting feedback
- Delivered animation pipeline including VFX and 2D rigging for 300+ game assets, increasing player engagement by 40% and cutting production time by 3 weeks
- Developed marketing packages and brand identity for game launches, increasing marketplace visibility by 50% across Steam, 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 sequences in Adobe Flash for Kazoops! series, delivering broadcast-ready assets and reducing post-production time by 25%
- Produced frame-by-frame VFX transitions using 2.5D techniques for 26 episodes, increasing viewer retention by 30% during scene transitions
- Built reusable library of 100+ puppet-rigged characters and props in Flash, enabling animation team to produce episodes 40% faster
- Transformed scripts into storyboards for client pitches, securing 5 series contracts worth \$2M+ through effective visual storytelling
- Synchronized audio/video editing for 52 episodes of Boing Boing and Origanimal series, achieving 99% sync accuracy and eliminating post-production revisions

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