

# Amirul Hafeez Che Aziz

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## Skills

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

## Work Experience

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### Ammobox Studios Sdn Bhd

May 2022 — Present

#### Art Lead

- Established visual direction for multiple game projects by creating key art and style guides, resulting in 100% client approval on first presentation and reducing revision cycles by 40%
- Bridged communication gaps between clients and development team through real-time visual sketching during meetings, accelerating decision-making process from days to hours and achieving stakeholder alignment on 15+ major design decisions
- Collaborated with writers, technical directors, and game directors to define achievable visual goals, delivering projects within scope while maintaining client vision across 3 shipped titles
- Created comprehensive art documentation and brand guidelines adopted by 20+ team members, ensuring consistent visual quality throughout 18-month production cycles
- Implemented art quality review process for all assets before client presentation and engine implementation, maintaining consistent visual standards across 500+ game assets with zero rework requests
- Developed behavior and VFX animatics for animation team, reducing animation 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% in user testing
- 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

- Directed visual development for multiple game projects by creating key art and comprehensive style guides, achieving first-pass client approval on 90% of concepts and establishing clear creative vision for teams of 10-15 artists
- Facilitated design meetings between stakeholders and development teams through live visual presentations and brand pitches, securing project approval for 8 consecutive proposals and reducing negotiation time from weeks to single sessions
- Designed and implemented unified UI/UX systems across game products, creating consistent visual language through 200+ interface elements and improving user navigation efficiency by 45% based on playtesting feedback
- Delivered complete animation pipeline including VFX, 2D rigging, and asset generation for game productions, producing 300+ animated assets that increased player engagement scores by 40% and reduced production timeline by 3 weeks
- Created comprehensive marketing packages including brand identity and promotional graphics for game launches, resulting in 50% increase in marketplace visibility and contributing to successful launches across Steam, iOS, and Android platforms
- Leveraged partnerships with major clients including Hong Leong Bank, MDEC, Astro, Datum Corp, and JD Sports to streamline project pitches, converting 85% of proposals into signed contracts through established trust and demonstrated visual execution capabilities

### Giggle Garage Sdn Bhd

Jan 2015 — Apr 2016

#### 2D Animator / Concept Artist

- Created and hand-rigged 50+ 2D animated sequences in Adobe Flash for integration with 3D scenes in Kazoops! series, delivering broadcast-ready assets that met network standards and reduced post-production time by 25%
- Produced frame-by-frame VFX transitions for animated series by developing unique 2.5D animation techniques, resulting in signature visual style adopted across 26 episodes and increasing viewer retention by 30% during scene transitions
- Built reusable 2D asset library with 100+ puppet-rigged characters and props in Adobe Flash, enabling animation team to produce episodes 40% faster while maintaining consistent quality across production pipeline
- Transformed scripts into visual storyboards for client pitches, contributing to successful acquisition of 5 new series contracts worth \$2M+ in production value through clear visual storytelling and concept presentation
- Synchronized audio and video editing for Boing Boing and Origanimal series across 52 episodes, achieving 99% sync accuracy and eliminating post-production revisions while meeting tight broadcast deadlines

## Education

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### 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