

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 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