



# ROBERTA TAM

UI / UX DESIGNER

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## EXPERIENCE

### **GAME ARTIST / UI ARTIST**

**King (Malmö/Stockholm, Sweden)**

**2015 - Present**

- Generalist with focus on UI/ for mobile games
- Consult and collaborate with teams for best UI/UX practices
- Create prototypes, wireframes and user flows
- Facilitate user tests, create UX reports and present findings
- Create art for UI, animations, VFX, 3D art and illustrations
- Establish style guides and pipelines
- Work with game engine and implement designs/art

### **LEAD ARTIST**

**1st Playable Productions (Troy, New York)**

**2012-2015**

- Lead art team in creating art direction and production
- Work with clients and team to develop new IPs
- Align game vision and goals with stakeholders
- Design game flows, wireframes and prototypes
- Visual development and character design
- Create game ready characters, animations, assets and UI
- Implement art and GUI into engine.
- Manage and oversee project tasks, scope and milestones.

### **ART PRODUCTION LEAD / 2D ARTIST**

**Machine Union LLC (San Diego, California)**

**2011-2012**

- Advise and manage artists through production pipelines
- Work closely with directors through iteration and feedback
- Concept and create UI menus
- Create and animate characters, backgrounds, props and effects.

### **2D / 3D ARTIST**

**Double-Take Media Solutions (San Diego, California)**

**2011-2012**

- Concept character, props and environments
- Work closely with team to create art direction
- Create 3D characters and assets.

## EDUCATION

**Bachelor of Science: Media Arts and Animation**

The Art Institute of California: San Diego

2008-2011

## SKILLS

Interaction Design  
User research  
Prototypes  
Wireframes  
Layouts  
UI Design  
Illustration  
Animation  
Visual development  
Character design  
3D Art  
VFX  
Basic HTML/CSS

## SOFTWARE

Adobe Photoshop  
Adobe Illustrator  
Adobe After Effects  
Adobe Flash  
Figma  
inVision  
Maya  
Proto.io  
Sketch  
Spine  
Unity

## OTHER INTERESTS

Cooking  
Crafting  
Health/Fitness  
Hiking  
Kickboxing  
Nutrition  
Plants  
Video Games  
Watercolor