

PICPHIC DESIGN

Toronto, ON

picphic@gmail.com
office

I am a senior visual graphic designer with over 10 years of experience in major gaming companies, including Electronic Arts, Ubisoft Vancouver and Ubisoft Toronto. I demonstrated ability to consistently create original UI design and animation for a variety of games of the highest possible quality. I also demonstrated a strong working knowledge of Photoshop, Illustrator and After Effects complemented by a creative art background and a passion for layout, composition and photography.

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Experience

Concept Graphical Designer

Toronto, ON
Mar 2012 - Present

Ubisoft Toronto

2012 - Reporting to the Lead presentation artist and creative director, providing concept presentations and animations to support the studio's first console game: Splinter Cell Blacklist.

2013 - Concepting static UI elements for the next instalment of Assassin's Creed in Montreal and Toronto with the Front-End art team.

Designing in-house stationary for Ubisoft Toronto including posters, banners and logos.

2014 - Designing all internal posters and stationary for the Communications team.

2016 - Working with the Presentation Director of Watch Dogs Legion, I was responsible for high-level look & feel designs for UI style guides, menu screens, iconography, loading screens and animation throughout the game. I was also involved in creating assets for the Marketing team including the WD Legion logo, the Legion of the Dead logo and many online / social animated screens.

2021 - Working with the Junction Cinematic Team as a centralized entity. Tasks include helping The Division 2, Assassin Creed INF and Far Cry 6.

2021 / 2022 - Mentoring Junior designers on Ubi culture, graphic/motion design chats, sharing personal work and constructive feedback.

Illustrator/Designer

Toronto, ON
May 2012 - May 2018

Picphic Books

Co-Founder of Picphic books.

Writing and illustration of storybooks.

- Featured on [Krop.com](https://krop.com) - An inspiring peek at a few of the finest portfolio pieces.

- Publication of a children's book: Silent Words - [Evolvedpub.com](https://evolvedpub.com) publisher and editor.

- Silent Words wins the gold "Mom's Choice Awards" - momschoiceawards.com

Senior UI Interface Designer

Vancouver, BC
Jun 2006 - Jan 2012

Ubisoft Vancouver

Reporting to the Lead Front-End artist and Art Director, provided concept presentations, animations and inspirations to support the casual and social studio online games and consoles.

- Involved in both concept and production cycles, helped define the artistic style for Pure Football, Office & Co. on Facebook and MotionSports Adrenaline.
- Mentoring and assistance to junior graphic designers.
- Developed and created multiple corporate promotional material consistent with the company's high-end image.

UI Interface - Graphic Designer

Burnaby, BC
Apr 2002 - Jun 2006

Electronic Arts Inc. Canada

Reporting to art directors and producers, provided concepts and animations to define a visual design language throughout several game cycles.

- Involved in both concept and production, developed several front-end looks and concepts for MVP Baseball 03-04, NBA Live, NBA Street, NHL 05-06, Fifa 05, Fifa Street, March Madness, Marvel Nemesis, SSX 3 & 4 and Fight Night 04.
- As a member of the concept art department, produced quality icons, logos and animations to assist different teams, including Need for Speed, MBX, Def Jam Vendetta, Repo Man and Concrete.

UI Interface - Graphic Designer

Vancouver, BC
Sep 2000 - Apr 2002

CYOP Systems

Reporting to owners and producers, provided concept presentations, animation to support the studio game in development and the company's visual identity.

- Involved in both concept and production cycles, developed a Front-end look for the Urban Mercenary FPS demo, a visual treatment for the Bingo.com site as well as publicity and corporate stationary.

Contractual Graphic Designer

Vancouver, BC
Jun 2000 - Apr 2002

Industrial Velvet, Inc.

Developed a concept look for the "DARK ANGEL" TV series' website, overseen by James Cameron. The site won three web awards.

Graphic Designer

Burnaby, BC
Nov 1999 - Jun 2000

Omicron Technologies

Developed graphic concepts for online casinos and supervised the design department.

Graphic Designer - Comic Book Artist - Filmmaker

Vancouver, BC
Feb 1996 - Nov 1999

Starnet Communications International

Reporting to the lead artist, provided graphic concepts for online casino game sites, created short movies and a graphic novel published by Fantagraphics Books.

Contractual Comic Book Artist

Vancouver, BC
Sep 1990 - Dec 1996

Fantagraphics Books

Produced eight single comic issues and one graphic novelization under Fantagraphics' umbrella company, located in Seattle, WA.

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