Roberto B. Sanchez

Visual Designer
www.robb-sanchez.com

Graphic Design & Digital Media

PROFILE

A well-rounded artist with an extensive background social media, content management and game development. With an emphasis on graphic design, user interface, user experience, interaction design, visual communications, motion graphics and branding, along with a background in 3D character animation and visual effects. I hold a reputation for open collaboration with coworkers on all aspects of creating effective art pipelines and content development process.

COMPUTER SKILLS

I am a consummate learner and always keeping myself up to date on the latest software.

Photoshop cs, cc	**After Effects** cs, cc	**Illustrator** cs, cc	**inDesign** cs, cc
Animate/ Flash	**Unity**	**Sketch**	**Figma**
Power Point	**Word**	**HTML**	**CSS**

TRADITIONAL SKILLS

I love and have a solid background in different disciplines of visual media.

Pen and Ink	**Oil Painting**	**Instruction**	**Mentor**	**Animation**	**Linocut**
Watercolors	**Charcoal**	**Acrylics**	**Storyboarding**	**Photography**	**Woodcut**
Wood working	**Lettering**	**4-Color Process**	**Screen Printing**	**Typography**	

EXPERIENCE

This is a short list of my current and previous positions. Please ask me more about my work history.

Marketing Director
Part-Time/ Volunteer

Dream Team Hoops Northwest: *Jan 2017 - Present*
501(c)3 Non-profit focusing on youth development

Established the branding as well as created marketing materials for promotion, print, and apparel. Created content for website design. Coach and mentor to the 8th grade athletes.

- *Print*
- *Branding*
- *Design Marketing*
- *Mentoring*
- *Coaching*

Visual Designer

Cat Daddy Games: *Mar 2017 - Sept 2019*
Mobile Game Studio

Created art assets for the Take Two's mobile release of "WWE Super Card" and "NBA 2K19." My primary focus built creative and original visual effects, in-game marketing assets, icons, and appealing playing cards with animated backgrounds.

- *Mobile Art*
- *Concept*
- *Promotion Art*
- *Visual Effects*
- *Animation*

Art Director

Attain/ Dept of Defense: *Dec 2015 - Mar 2017*
UX/ Usablility Lab of Attain contract agency

Managed projects for the UX and mobile development team. Designed quality graphics and UI, aesthetic adjustments, and cohesion to product owner guidelines. Targeted military personnel and their family members seeking mental health resources.

- *Art Direction*
- *Layout*
- *Graphic Design*
- *Concept*
- *UX*

UX/ UI Artist

DoubleDown Interactive: *Mar 2014 - Dec 2015*
Facebook and Mobile Game Studio

Front-end UI and visual effects, with other responsibilities: worked on user research and collected data of similar platforms; built wire-frames and created prototypes, giving a basic understanding of look and functionality to the front-end so users would have a smooth experience accessing content and games.

- *Mobile Art*
- *Animation*
- *UX Research*
- *Concept*
- *Prototyping*
- *UI*

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EXPERIENCE (Con't)

Lead UI Designer — ***K.A.L.E / Microsoft:*** — *Jan 2013 - Feb 2014*
Game Studio withinn Microsoft Corporation

As Lead UI Designer, created effects and animated transitions plus built out UI elements for all stages of the game. Collaborated with art director on creating conceptual ideas. Trained new UI artists in the fundamentals of Expressions Blend. Kept project manager and developers apprised by giving weekly status updates on assets for the product.

Console UI Art · *Visual Effects* · *Research* · *Concept* · *Prototyping* · *UI*

Senior Game Artist — ***Real Networks/ Gamehouse:*** — *Jan 2011 - Aug 2012*
Game Studio within the Real Networks Corporation

Created concept and character designs, story-boarding and new ideas. Designed and created an atmosphere with scenes and images that drew players into the social experience. Brainstormed, conceptualized, and implemented UI components: character development, animation transitions, backgrounds, in-game HUD elements, badges, prize development.

Game Art · *Animation* · *Storyboarding* · *Prototyping* · *UI* · *Effects*

UI Designer — ***Turn 10 Studio/ Microsoft:*** — *Sept 2006 - Feb 2007*
Game Studio within Microsoft Corporation

Created unique and exciting graphical look of Forza Motorsport 2, a racing simulator video game for Xbox 360. Created engaging graphics and animations with solid user interface design following concept guidelines and comps to final game-ready screens. Used custom UI authoring toolset Anark Studio to implement designs.

Mobile Art · *Animation* · *Effects* · *Concept* · *UI*

Art Specialist/ Prototyper — ***Microsoft:*** — *Nov 2005 - Jan 2006*
Research Studio within Microsoft Corporation

Created art assets for new game console platform. Researched casino-style games to incorporate into playing experience. Designed layout and UI elements, along with creating animated sequences and effects. Prototyped small games concepts for testing.

Game Art · *Animation* · *Concept* · *Prototyping* · *UI*

PRIOR PROFESSOR of DIGITAL MEDIA

Providing my experience as a professor showing that I teach digital media as well as understand it.

Game Production — *Part-Time* — ***International Academy of Design and Technology***

Provided concepts to students about creating an online demo reel or printed portfolio.Introduced students to different tools and program for creating such assets as Maya, Adobe After Effects, Flash and Photoshop.

Production · *Networking* · *Research* · *Lecture* · *Mentor*

Game Design/ Animation/ Programming — ***Bellevue College***

Worked closely with program director to develop an ongoing and constantly-improving curriculum that reflects industry trends; character animation fundamentals using Adobe Flash and Maya; HTML/ CSS coding.

Game Art · *Animation* · *Concept* · *Programming* · *Game Design*

EDUCATION

Visual Communications — ***Art Institute Of Seattle*** — *Graduated*

Print · *Illustration* · *Logos* · *Graphic Design* · *Marketing* · *Computer Graphics*

Animation for Games — ***Mesmer Animation Labs*** — *Graduated*

Animation · *Key Framing* · *Exporting for Console* · *Storyboarding* · *Timing*

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