

DAN PRATT

USER INTERFACE ARTIST

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Hi There! I'm an artist and visual designer that has the passion for all things games. I've been entrenched in the world of UI, where I put to use my background in 3D and my love for typography and layout design to create interfaces that are dynamic and fresh. I have been a professional game artist for over 10 years and have been fortunate to contribute to many titles in a variety of different roles thus far.

SKILLS

ADOBE CREATIVE SUITE
FLASH | ILLUSTRATOR | PHOTOSHOP | AE

AUTODESK
3DS MAX | MAYA | MUDBOX

ENGINES
UNITY | UNREAL

MISC
JIRA | SVN | ZBRUSH | SCALEFORM

Creative thinker, with a diverse skill set • Producer of high quality art on time and on budget • Rapid adaptability to new systems and processes • Ability to create complex informational flows and corresponding wire-frames • Developer experience with all major consoles, mobile and the Facebook platform • Quick adaptation to differing styles of work-flow • High and low poly modeling art experience • Knowledgeable of next-gen production techniques and work-flow • Organized and strong communicator • Eagerness to learn and grow

PROFESSIONAL EXPERIENCE

GOODGAME STUDIOS | LEAD / SENIOR UI DESIGNER | APRIL 2015 - PRESENT
LEGENDS OF HONOR (MOBILE / BROWSER)

Managed and mentored UI team of 4 through the concurrent development of Legends of Honor, an RTS game on both mobile and web platforms • Role covers both day-to-day development (style definition, asset creation, implementation) and production related tasks (planning, resource allocation, task creation) • Facilitate collaboration between UX and UI teams to ensure products usability aims are met • Assist in UI hiring decisions, interviewing and creation of company UI art test • Documentation of UI guidelines; such as style guide creation, production best practices and Jira maintenance • Provided multiple educational workshops to team such as working with Unity and techniques for non-destructive workflows

SOMA PLAY | SENIOR UI ARTIST | DECEMBER 2013 - JANUARY 2015
TETRIS ULTIMATE (PS4 / PS VITA / XBOX ONE / PC)

Responsible for the concept and creation of both UI and visuals of the next generation of Tetris • Assisted in milestone planning and influenced key decisions surrounding the development timeline • Led an external development team on the adaptation of the UI for the Vita SKU • Worked in close collaboration with our engineers and technical artist to bring designs to fruition • Created detailed user flows, wireframes and click dummies to communicate intended user experience to key stakeholders in the project

PROFESSIONAL EXPERIENCE (CONTINUED)

ELECTRONIC ARTS | SENIOR UI ARTIST | JULY 2012 - NOVEMBER 2013

MONOPOLY SLOTS (MOBILE)

Role at EA covered both content creation and implementation for various UI needs including screens, widgets and animations • Documentation and scoping; such as style guide creation, art asset lists and various tool documentation • Charged with the visual development for a variety of products • Assisted a small team in rapid prototyping of several initiatives post Monopoly Slots launch

ZYNGA | SENIOR ARTIST | JULY 2011 - JULY 2012

HIDDEN CHRONICLES (Facebook)

Created UI assets, including numerous icons found throughout the game • Modeled / Textured 3D Assets • Reached an audience of over 7 million DAU at product's peak

CAFE WORLD (Facebook)

Created UI assets, screen layouts and other various UI related tasks

BIGPOINT* | SENIOR MODELER | JANUARY 2011 - JULY 2011

UNIVERSAL MONSTERS (PC)

Developed initial character models and environment art solutions • Worked within the Unity engine and with engineers to discover the best practices for our web based games

**Bigpoint acquired Planet Moon Studios staff after project cancellation*

PLANET MOON STUDIOS | UI ARTIST | NOVEMBER 2009 - DECEMBER 2010

UNANNOUNCED PERFORMANCE GAME (Kinect and Nintendo Wii)

Developed initial mock-ups exploring various treatments and visual solutions • Collaborated with designers and engineers to develop prototypes evaluating usability applications for the software

DISNEY TANGLED (Nintendo Wii)

Created User-Interface assets and aesthetics including menus, buttons, cursors and icons • Produced animations that would "slide", "pop" and "drop" for on screen transitions and prompts • Localization support and art implementation • Supported animation team by rigging and skinning various characters seen throughout the game

THE SIMS 3 (Nintendo Wii)

Created User-Interface assets for the multi-player component on The Sims 3 for the Wii • Implemented various screens set up in Flash • Designed and animated background art and icons • Adhered to a set style as defined by the branding from the publisher.

COINAPP, LLC | LEAD ARTIST | SEPTEMBER 2008 - SEPTEMBER 2009

MAX BLASTRONAUT (UNRELEASED)

Established the appearance of characters by researching, conceptualizing, modeling and texturing using next-gen techniques, such as high poly sculpting in Mudbox • Created User-Interface / HUD • Defined aesthetics and visual style • Media promotion of the interactive game by designing and developing the web portal maxblastronaut.com

2XL GAMES | ARTIST | DECEMBER 2006 - SEPTEMBER 2008

BAJA; EDGE OF CONTROL (XBOX 360 / PS3)

Responsible for creating world objects, vehicle art and track-side modeling, each component required modeling, texturing, physics setup and in-game placement where appropriate • Worked closely with and directed outsource agency on model preparation, cleanup and optimization • Developed knowledge of next-gen HLSL pipeline and workflow • Balanced a work load that included various individual and team oriented tasks • Met deadlines and milestone completion dates as set by the publisher

EDUCATION

THE ART INSTITUTE OF PHOENIX, ARIZONA | SEPTEMBER 2007
BACHELOR OF ARTS IN GAME ART & DESIGN

ACCOLADES

SEPTEMBER 2009 | MICROSOFT DREAM BUILD PLAY SECOND PLACE WINNER – MAX BLASTRONAUT
SEPTEMBER 2007 | STUDENT CHOICE BEST PORTFOLIO | THE ART INSTITUTE OF PHOENIX
APRIL 2003 | EAGLE SCOUT | BOY SCOUTS OF AMERICA

REFERENCES AVAILABLE ON REQUEST