

AARON ARTESSA

UI/UX Designer+Illustrator

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SUMMARY

User Interface and Experience professional with 10 years of experience working in the design and game industries. Highly skilled at user interaction principles, illustration, typography, creative thinking, process development and team management.

SKILLS

- Graphic Design: expertise with typography and iconography for print, web and mobile applications.
- Illustration: proficient illustrator capable of emulating styles to fit the project for book jackets, editorial and games.
- Art Direction: scouting, hiring and managing full-time and freelance artists. Capable in driving artistic consistency across long term projects within larger art teams and excelling in developing pipelines between art and engineering.
- Software: Expert with Adobe Creative Suite (Photoshop, Illustrator, Indesign and After Effects), Blender 3D, Unity 3D, Gliffy, Axure, GIT, Perforce.
- Programming: C#, Actionscript 3, HTML5, CSS3, Javascript and jQuery.

PROJECT HISTORY

Transcendence: Origins, Alcon Entertainment / The Alchemists

A fast turn around—movie tie-in game set in the Transcendence universe prior to the events of the movie.

- Principal 'shell' UX designer expanding upon the existing *Rock Band* franchise's menus to create a fluid user experience using Harmonix's proprietary game engine
- Prototyped multiple functional shell interfaces using Flash
- Constructed majority of the menu systems within.
- Created shell assets using Photoshop and 3DS Max

FAST MATH 180, Scholastic

A series of seven math games targeted at the classroom of 10-13 year old children on the web and the iPad.

- Developed art pipelines with the engineers on a per-game basis to achieve the client's overall vision.
- Illustrated in a variety of styles to fit the theme of the different games.
- Animated characters and effects.
- Produced assets in optimized tilesheets for developers.

Rock Band Blitz, Harmonix

A console rhythm matching game featured on Xbox 360 and the Playstation 3 utilizing the full song list of previous Rock Band games.

- Principal 'shell' UX designer expanding upon the existing *Rock Band* franchise's menus to create a fluid user experience using Harmonix's proprietary game engine
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- Constructed majority of the menu systems within.
- Created shell assets using Photoshop and 3DS Max

Game of Life: Zapped Edition for iOS, Hasbro

- Mocked up in-game concepts based on wireframes provided from Infrared5
- Provided any additional illustrations not provided by Hasbro
- Handled all asset production work from mockups to engineer 'hand off'

WORK EXPERIENCE

- 2012–2014 *Infrared5*: Senior UI Designer / Art Lead
- 2011–2012 *Fire Hose Games*: UI/UX Designer and 2D Illustrator
- 2010–2011 *GSN*: Illustrator and Designer
- 2005–2009 *Farrar, Straus and Giroux*: Book Jacket Designer
- 2004–2005 *Morgan Gaynin Inc.*: Digital Production Manager
- 2004–2010 Various: Freelance Illustrator for Books and Magazines

EDUCATION

- 2000–2004 *University of the Arts* BFA Illustration