

DAN PRATT

USER INTERFACE DESIGNER

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LOCATION

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Hi There! I'm a visual designer and artist 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 in the game industry for over 15 years and have been fortunate to contribute to many titles in a variety of different roles thus far.

SKILLS

ADOBE CREATIVE SUITE
ILLUSTRATOR | PHOTOSHOP | AE

AUTODESK
3DS MAX | MAYA | MUDBOX

ENGINES
UNITY | UNREAL / UMG

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

CRITERION - ELECTRONIC ARTS | LEAD UI DESIGNER | FEBRUARY 2022 - PRESENT

Contributing to and leading a team of UI professionals.

YAGER | LEAD UI DESIGNER | JANUARY 2021 - JANUARY 2022

THE CYCLE: FRONTIER (PC)

Elevated the UI discipline at the studio, this was done by leading an interdisciplinary UX/UI team on implementations that made our game great with a high degree of quality • Maintained consistency and quality of the interface • Championed a strong UI discipline by creating visual guidelines, maintaining team documentation & managing work capacities • Created and contributed to best practices to develop efficient workflows & pipelines • Developed, provided feedback & mentored other UI Designers • Assisted in the creation of UI features including asset setup and in-engine preparation

DEEP SILVER FISHLABS | PRINCIPAL UI DESIGNER | MARCH 2017 - DECEMBER 2020

Contributed to multiple projects which include **Chorus**, **Dead Island**, **Saints Row** & the **Galaxy on Fire** IP, focusing on interface design tasks and responsibilities across console, VR and mobile platforms.

CHORUS (PS4 / PS5 / XBOX ONE & SERIES X / STADIA / PC)

The role has covered the creation of wire-frames, user flows, assets, in-engine implementation as well as production related responsibilities such as forward planning, road map input, and estimates • Chorus is a space shooter combat game built in Unreal with much of my in-engine production time spent within UMG

DEAD ISLAND: SURVIVORS (MOBILE IOS / ANDROID)

Updated and implemented reskinned interface, heavily optimized UI assets and worked with the team to optimize new features.

PROFESSIONAL EXPERIENCE [CONTINUED]

GOODGAME STUDIOS | LEAD / SENIOR UI DESIGNER | APRIL 2015 - MARCH 2017

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, wire-frames and click dummies to communicate intended user experience to key stakeholders

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

Created User-Interface assets and aesthetics including mockups, visual treatments, menus, buttons, cursors and icons. Assets & menus were set up and animated in Flash then implemented via Scaleform.

UNANNOUNCED PERFORMANCE GAME (KINECT AND NINTENDO WII)

Collaborated with designers and engineers to develop prototypes evaluating usability applications for the software

DISNEY TANGLED (NINTENDO WII)

In addition to UI, 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

PROFESSIONAL EXPERIENCE (CONTINUED)

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

MAX BLASTRONAUT (UNRELEASED)

Established the appearance of characters by researching, concepting, modeling and texturing using next-gen techniques, such as high poly sculpting in Mudbox • Created User-Interface / HUD • Defined aesthetics and visual style of the game • 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

EDUCATION

THE ART INSTITUTE OF PHOENIX | ARIZONA | SEPTEMBER 2007

Bachelor of Arts in Game Art & Design

ACCOLADES

EPIC MEGAJAM WINNER | THIRD PLACE | "THE RUDE, THE MAD, & THE UGLY" | DECEMBER 2020

MICROSOFT DREAM BUILD PLAY | SECOND PLACE WINNER | MAX BLASTRONAUT | SEPTEMBER 2009

STUDENT CHOICE BEST PORTFOLIO | THE ART INSTITUTE OF PHOENIX | SEPTEMBER 2007

EAGLE SCOUT | BOY SCOUTS OF AMERICA | APRIL 2003

REFERENCES AVAILABLE ON REQUEST