

# SAM (CAWKILL) ROBBINS

SENIOR UX DESIGNER WITH 14 YEARS EXPERIENCE IN UX/UI DESIGN

## CONTACT

 [www.inkrabbits.com](http://www.inkrabbits.com)

 [samrobbinsportfolio@gmail.com](mailto:samrobbinsportfolio@gmail.com)

## SKILLS

- Conscientious Design Methodology
- Wireframing and Prototyping
- Bridging Design between Disciplines
- Leading with Empathy
- Process Development

## GAMEOGRAPHY

### **Rocket League: Sideswipe**

Senior Visual Designer  
iOS & Android | 2021

### **Kingdom Boss**

Lead UX/UI Designer  
iOS & Android | 2021

### **Big Franchise FPS/Puzzle**

Senior UX/UI Designer  
iOS & Android | Cancelled

### **Chex Quest**

UX/UI Designer  
PC | 2020

### **Story Dungeon Builder**

UX/UI/Game Designer  
PC & Console | Cancelled

### **Wet Dog Corp/Ringling College**

UX/UI Designer Support  
VR | 2019

### **Borderland GOTY**

UI/Motion Graphic Designer  
PC & Console | 2017

### **Big Franchise MMORPG**

UX/UI Designer  
PC, Console | Cancelled

### **Bally Technologies 12 Published Game Titles**

UX/UI/Motion Graphic Designer, 2D/3D  
Animator, Illustrator | 2011 - 2014

## PROFESSIONAL PILLARS

### UX DESIGN

- **14 years experience** providing holistic UX Design from concept phase to finished product, including iteration and live support for ongoing titles
- Conducted **user research**, created **UX wireframes and user flows**, and **illustrated** UI, menus, icons, and logos for **17 published titles**
- **Translated multi-platform interface designs** to support unified interactions between PC, console, and mobile SKUs
- **Conducted competitive analysis** and presented to Design, Art and Product
- **User advocate** in design meetings and feature kickoffs
- **Diagnosed issues in UI interactions** to create consistent interfaces
- **Designs conscientiously** to support **differently-abled player experiences**, including **localization** as a fundamental early consideration

### COLLABORATION AND LEADERSHIP

- **Mentored** developing UI/UX artists, providing project and professional development guidance
- **Collaborated** with both remote and in-office multidisciplinary developers **within UX/UI teams ranging from 1 to 20 members**
- Spearheaded the creation and maintenance of **studio and project specific UI/UX standards and visual style guides**
- **Led post mortem meetings** and **translated feedback** into better production processes for UI and UX
- **Coordinated Design, Engineering, UI, and Art** to define functionality specs and visual targets to inform UX design efforts
- Cultivated strong development communities by **setting up team building events** and being a **champion of internal culture**

### TECHNICAL IMPLEMENTATION

- **10+ years experience implementing assets in-engine**, including **Unity3D**, and working with built-in as well as proprietary scripts and components
- **Quickly adapted UX design process** to unique workflows and proprietary tools
- Animated in-engine UI elements and created interactive UX mockups by leveraging **14+ years of animation experience**.

# SAM (CAWKILL) ROBBINS

SENIOR UX DESIGNER WITH 14 YEARS EXPERIENCE IN UX/UI DESIGN

## EDUCATION

### B.S. Science

The Art Institute of Las Vegas  
Las Vegas, NV | 2005 - 2009

## TOOLS

### Game Engines

- Unity
- Unreal Engine 4
- Proprietary Engines

### Design Tools

- Adobe XD/Figma
- Photoshop
- Illustrator
- InDesign
- Lucidchart/Miro

### Animation Tools

- After Effects
- Maya
- Max

## CONTRACTS

### Motion Graphics Designer

Schiefer Chopshop SCS

### 2D Animator & Illustrator

Mischief Cat

### UI Artist

Moment Games

### Motion Graphic Designer/Project Management

Boyd Gaming

### UI Designer

Wild Streak Gaming

### Motion Graphics Designer

The M Resort Spa & Casino

## EXPERIENCE

### SENIOR VISUAL DESIGNER

PSYONIX, EPIC GAMES | SAN DIEGO, CA | 2021 - PRESENT

Serving as the sole UX/UI Designer on a team of 80, I developed new UX/UI for upcoming features for Rocket League Sideswipe on iOS and Android. I also spearheaded the creation of the design/UX/UI pipeline, developed new UX/UI standards, defined the UX production plan, and responded to LiveOps requests for UX/UI improvements.

### SENIOR UX/UI DESIGNER

BOSS FIGHT ENTERTAINMENT | ALLEN, TX | 2019 - 2021

Operating as the UX Lead, I mentored and developed an agile UX/UI team of 4 and fostered a company culture of learning and growth. Crafted the UX experience and supported the UI and VFX creation of the mobile RPG Kingdom Boss as part of a team of 56 developers, balancing the needs of Design, PM, and Engineering. Developed UX/UI for canceled AAA franchise FPS/Puzzle hybrid game on mobile.

### UX/UI DESIGNER

FLIGHT SCHOOL STUDIO | DALLAS, TX | 2019

Led the UX/UI for concept projects in partnership with a major tech company exploring education and entertainment for VR and AR devices. Developed internal game concepts provided UX/UI support to several products. Designed pipeline standards for pre-production. Development team of 30, sole UX/UI Designer.

### UI DESIGNER

BLIND SQUIRREL GAMES | SANTA ANA, CA | 2017 - 2018

Leveraged generalist skills to enhance multiple titles. Created UX consistency and standards, polished existing illustrations and UI, created new UI, upgraded VFX and loading animations, and optimized the performance of UI. The UX/UI team serviced a company of 150.

### UX/UI TEAM LEAD & ILLUSTRATOR & 2D/3D ANIMATOR

BALLY TECHNOLOGIES/SCIENTIFIC GAMES | LAS VEGAS, NV | 2011 - 2014

Led the creation of the studio's first UX/UI Standards Studio. These Standards allowed for better market reach in foreign territories and streamlined our internal development cycle saving thousands in production time. Organized internal software training programs for 100+ employees internationally, scouted and fostered new talent, developed our game dev culture and linked all international satellite Studios to the Main office. Developed and published over 12 titles, including multi-game platforms for several cabinets.