

# INÈS ROBIN • UI/UX DESIGNER

## BIO

Game Artist specialised in UI/UX Design and Marketing Art with a strong 5-year experience in the video game industry.

I believe in design-driven development rooted in accessibility, and care deeply about science, medicine, psychology, ecology and education.

My goal is to make our world a better place by honing my skills with the development of high quality and meaningful projects.

## CONTACT

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## SKILLS

- Game Development, Programming
- Game Art, UI/UX Design
- Marketing Art, Graphic Design
- Management

## SOFTWARE EXPERTISE

 Unity (C#)

 Photoshop

 Illustrator

## EXPERIENCE

2020-Present

### SENIOR UI/UX DESIGNER

FUSEBOX, LONDON

Joined to establish a new UI/UX department, tasked with redesigning the dated flagship product, as well as in-house tools and a new upcoming product.

Redesigned several new screens and integrated a new gameplay feature into the flagship game. Assisted the product team to improve the in-house workflow.

2019-20

### UI/UX DESIGNER

FACTORY 42, LONDON

Developed UI/UX, technical, concept, marketing and game assets for the Mixed Reality experience *Dinosaurs & Robots*, and the mobile games *My Robot Mission AR* and *My Dino Mission AR* created for the Natural History and Science Museums of London.

2017-19

### LIVE-OPS ARTIST

PRODUCT MADNESS, LONDON

Defined the branding and designed all in-game marketing assets for *Lightning Link Casino*.

Managed and directed the design of bi-weekly seasonal assets with external art production studios.

2016-17

### MARKETING ARTIST

TILTING POINT, NEW YORK CITY

Created live-ops content, promotional graphics and videos for a variety of mobile games, published across social media, TV, the App Store and Google Play.

2015

### GAME ARTIST

KING, BERLIN

UI/UX and character design for an unreleased mobile game.

## EDUCATION

2011-16

### MASTER OF GAME ART & MANAGEMENT

RUBIKA (SUPINFOGAME), VALENCIENNES

Awarded Best Student Game for the Action-RPG *Afterward* at the '16 Bits Awards by Playcrafting NYC.