

HELEN SIMM

Senior UI Artist
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EXPERIENCE

Codemasters Southam, September 2013 – Current role
Senior UI Artist

Jobscope: Worked on the recently released Dirt Rally, one of Codemasters most popular and loved racing games using 3D Max and the EGO engine before moving to the Digital team, now working on Unity creating the UI for the new Overlord: Fellowship of Evil game.

Rare Ltd, Twycross, September 2012 – September 2013
UI Presentation Artist (Contract)

Jobscope: Working with a great team of engineers and artists on Kinect Sports Rivals. Mainly breaking down concept art into assets and then laying them out in Flash, but also helping to develop the visual style and flow of the user interface as well as creating a new pipeline working with Scaleform and the new inhouse engine on the XBOX One.

Climax Studios Portsmouth UK, March 2011- September 2012
GUI Artist

Jobscope: Heading a small team of artists on an interactive 3D UI for an Xbox360/PS3/PC for Legacy of Kain: Dead Sun that unfortunately was cancelled just after vertical slice. Videos from the development of the UI can be seen on my vimeo page.

As the sole UI artist on the project, I worked closely with the lead artist and game director in the research and development of a concept for the UI. I then directed a small team (1 SFX artist and 1 Character Artist) in the creation of the interactive 3D menu system that included an animated Boot Sequence, Front End Menu, Upgrade Menu, HUD items and ingame graphics of an extremely high quality. I was given a great amount of creative freedom and with the exception of code, was very much involved in all aspects of the pipeline, using the following packages:

- Unreal (Kismet and Matinee)
- Scaleform
- Adobe Flash (Actionscript 2.0)
- Adobe After Effects CS4/5
- Adobe Photoshop CS4/5
- Adobe Illustrator CS4/5
- Maya
- Z-Brush
- Fraps
- Perforce

Apple Retail, White City, London, UK August 2010-February 2011
Family Room Specialist

Jobscope: Delivering training sessions on Mac OS and Mac creative software.
Managing the Genius Bar appointments(Technicians and repairs) and repairing mobile devices.
Was promoted to this role after 3 months as a Specialist.

Disney Interactive Studios, London, UK 2009-2010
Production Intern

Titles worked on: Disney Universe (Xbox360/PS3/PC), Split Second (PSP), The Sorcerers Apprentice (DS), Alice in Wonderland (Wii and DS), Toy Story 3 (PSP) and A Christmas Carol (DS).

Jobscope: Worked closely with the Art Director, Design Director, Producers and Marketing/PR team in the creation of the following.

- Concept Art
 - Paintovers of existing concept art (visual feedback delivery).
 - Creation of original art including character design, art style design and props and environmental design.
- Video
 - Creation and editing of trailers for games in development for internal use and marketing.
 - Recording of video footage and V/O for internal video projects.
 - Research turned into "rippomatics".
- Templates and Interface design
 - Designed working prototype in Flash of new sharepoint design for DIS currently in use.
 - Game animatic template created (all aspects authored based on game structure) for developers to follow.
- Powerpoint Presentations
 - From basic aesthetic improvements, to detailed creation and animation of assets for GreenLight presentations.
- Game reviews
 - Bi-weekly we would review and then present new releases from other games companies for the rest of the team.

Have developed a structural understanding of the game development and publishing process and the milestones involved.

Ymir Mobile.ehf, Reykjavik, Iceland 2008-2010
UI Design and Concept Artist

Jobscope: Logo, interface and web design for handheld and mobile devices including the iPhone and Android.
Concept art created for games on handheld and mobile devices.

Limkokwing University, Cyberjaya, Malaysia 2006-2008
European Marketing and Recruitment Manager

Jobscope: Initially I was hired to do research on the European educational system and how to market the university in Scandinavia.
As the research became more successful I was sent to Denmark and Iceland to present the university in colleges and universities and to form exchange collaborations with those universities.
During my time at LUCT I managed to increase the number of European and American exchange students from 2- 25.

PROFICIENCIES

Adobe Illustrator	Adobe Flash	Microsoft Office
Adobe Photoshop	Adobe Dreamweaver	
Adobe After Effects	3DS Max (Basic)	
Unreal Engine/Kismet	Maya (Basic)	Scaleform
EGO Engine (Codemasters)		
Rocket Engine (Rare)		
Unity		

Fluent in English, Icelandic and some Danish, can understand written German, Norwegian, and Swedish.

EDUCATION

University of Wales, Newport MA Animation	Newport, Wales. 2008-2011
Limkokwing University of Creative Technology BA Animation (elective modules):	Cyberjaya, Malaysia Jan-Jun 2008
<ul style="list-style-type: none"> • Animation Practice 1 & 2 	

- Conceptual Design
- 3D Animation 1

Limkokwing University of Creative Technology BA (Hons) Creative Multimedia	Cyberjaya, Malaysia 2005-2007
Business Academy West Multimedia Design Diploma	Esbjerg, Denmark 2004-2005
Akureyri School of Visual Arts Graphic Design	Akureyri, Iceland 2002-2004
Akureyri School of Visual Arts Foundation Studies	Akureyri, Iceland 2001-2002

ADDITIONAL

As an employee I am focused and involved. In terms of style, I am very adaptable. I am experienced with multitasking and feel comfortable delegating. I love challenges, enjoy coming up with new solutions and I always meet my deadlines.

I have a strong background as a graphic designer, multimedia designer and animator, drawing inspiration from comic books, films, games and literature. Simply put, I love being part of the creation and development of interactive and immersive worlds.

Am a huge fan of the sci fi and horror genre, both in films and games, such as Mass Effect, Dead Space and also Silent Hill. Currently hopelessly lost in Dragon Age Inquisition and pining for my days as Commander Shephard...

I believe that the perfect office environment is creative, dynamic but also social and I do my part to make that happen.

Working with a great team of creative and diverse individuals is key to a more innovative and successful output.

REFERENCES

James Brace, Art Director at Disney Interactive Studios.
Email: james.artdirector@gmail.com

Alex Cullum, Design Director at Disney Interactive Studios
Email: alex@infernaldevelopment.com

Louise O'Connor, Art Director at Rare Ltd.
Email: lridge@rare.co.uk