

April, 2017

**Helen Simm - Senior UI Artist, 2D Animator and Costume Creator**

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EXPERIENCE

**Valkyrie Creative, Newcastle UK** - Costume designer (own business part time)

Maker of costumes inspired by Mass Effect/Xena/Overwatch and more.

**Salix Games, UK** September 2016- Current Role (part time)

UI Artist and Animator on unannounced title. Working in Unity on both UI art assets, implementation, and some 2D animation of cut scene animatics using After Effects and Spine.

**Ubisoft Reflections, Newcastle UK** August 2015 -September 2016

Senior UI Artist on The Division using Ubisoft's own new engine. During the project I collaborated closely with Massive in Malmo Sweden, the lead studio on the Division.

**Codemasters, Southam, UK** September 2013 – August 2015

Senior UI Artist

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, UK** September 2012 – September 2013

UI Presentation Artist (Contract)

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**, March 2011- September 2012

GUI Artist

Headed 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.

**Apple Retail, White City, London, UK August 2010-February 2011**

Family Room Specialist

Delivered 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 art assets, paintovers, mini trailers for inhouse videos, game reviews and more.

**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

- Adobe Photoshop
- Adobe Dreamweaver
- Adobe After Effects
- 3DS Max (Basic)
- Maya (Basic understanding)
- Scaleform
- Unreal Engine/Kismet
- EGO Engine (Codemasters)
- Rocket Engine (Rare)
- Snowdrop Engine (Ubisoft)
- Unity (Codemasters and Salix Games)

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

## **EDUCATION**

**University of Wales, Newport, Wales. 2008-2011**

MA Animation

**Limkokwing University of Creative Technology, Cyberjaya, Malaysia 2005-2008**

BA (Hons) Creative Multimedia

BA Animation (elective modules):

- Animation Practice 1 & 2
- Conceptual Design
- 3D Animation 1

**Business Academy West, Esbjerg, Denmark 2004-2005**

Multimedia Design Diploma

**Akureyri School of Visual Arts, Akureyri, Iceland**

**Graphic Design 2002-2004**

**Foundation Studies 2001-2002**

## **ABOUT ME**

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 Horizon Zero Dawn and pining for my days as Commander Shephard...and waiting until Andromeda is sorted out.

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

make that happen. I think a healthy work/life balance is extremely important and I am a strong believer in a sustainable work culture.

Working with a great team of creative and diverse individuals is key to a more innovative and successful output and it makes life a lot happier too!

Oh and if you need someone to help you have the best costume at comic con...I'm pretty useful.

*(Best Technical Costume Construction, Wondercon 2017)*

## REFERENCES

James Brace, Art Director at Disney Interactive Studios.

Email: [james.artdirector@gmail.com](mailto:james.artdirector@gmail.com)

Alex Cullum, Design Director at Disney Interactive Studios

Email: [alexc@infernaldevelopment.com](mailto:alexc@infernaldevelopment.com)

Jessica Saunders, CEO of Salix Games.