Skills

- Adobe Creative Suite - for UI asset creation and polished 2D art and design including HUD elements, badges, medals, icons, emblems, menu layouts, banners, and marketing illustrations
- Blender - for realistic 3D UI asset creation
- Figma - for UI wireframing, layout design, and interactive prototyping
- Unreal Engine (UMG 4) - Unreal Engine (UMG 4) for UI implementation using best practices for responsive, optimized, and performance-efficient interface design
- After Effects and Adobe Animate - for motion graphics, UI animation concepts, VFX conceptualization, and menu flow visualization

Summary

Portfolio: obasidesign.com / Email: obasibill@gmail.com

Senior UI Artist and Designer with 7+ years of experience creating high-quality interfaces, motion graphics, and visual systems for AAA console and PC titles. Contributed to major releases at Wargaming and V1 Interactive. Experienced in collaborating closely with designers, engineers, and art leads in fast-paced production environments. Strong foundation in visual design, illustration, motion graphics, and engine implementation, with hands-on experience working in proprietary engines and Unreal Engine.

Work Experience

UI ARTIST II
Wargaming | Mar 2021 - Jan 2025

- Designed and illustrated hundreds of UI assets across all areas of World of Tanks, including HUD elements, badges, medals, icons, localization, and event graphics for a live game of 50,000+ daily active users across 10+ seasons.
- Designed and delivered UI screens and promotional banner assets for crossover events with major IPs such as Warhammer 40,000 and celebrity collaborations including Arnold Schwarzenegger.
- Established and maintained style guides for seasonal releases, ensuring visual consistency across multiple features and cross-disciplinary teams while reducing asset review cycles from three days to one.
- Conceived and delivered 2D motion graphics and VFX ideas supporting cinematics, ability cues, and animated UI elements such as loading screens and event interfaces.
- Implemented UI assets directly in Wargaming's proprietary engine. Lead meetings on asset implementation pipeline in proprietary engine for new hires.
- Partnered with engineering to optimize performance and resolve 50+ UI-related bugs.
- At a company of over 100 people, contributed to a fast-moving AAA live service pipeline supporting frequent updates, new content releases, and promotional events, collaborating daily with a cross-functional team of artists, art directors, engineers, and producers.
- Analyzed Discord and forum feedback to drive design updates that improved text readability and navigation for the player base
- Shipped: World of Tanks: Modern Armor, simultaneously on PC, PS5, Xbox Series X (10+ seasons)

UI ARTIST & DESIGNER
V1 Interactive | Sep 2018 - Mar 2021

- Served as the sole UI Artist on a 30-person team, owning the project from prototype through launch and shipping Disintegration simultaneously on PC, PS4, and Xbox One.
- Designed and implemented full UI systems in Unreal Engine 4, including screens, system flows, HUD layouts, menu structures, wireframes, localization implementation, and iconography for the sci-fi Shooter IP.
- Created motion graphics and VFX treatments for abilities, FX cues, and menus.
- Implemented UI assets inside Unreal Engine 4, working directly with engineers to ensure proper integration, performance, and responsiveness.
- Produced multiple mood paintings, concepts, and early visual explorations used directly in studio pitch decks.

UI Artist & Designer
Vertex SP | Feb 2021 - Present

- Providing visual design and illustration services for indie studios and established creative companies, delivering production-ready assets across illustration, iconography, emblems, banners, and promotional graphics. Clients include Media Dojo, Buck Creative Studios, and additional partners under NDA.

Education

VISUAL DESIGN
Seattle Central Creative Academy | 2016 - 2018

DIGITAL ART AND ANIMATION
Digipen Institute Of Technology | 2013 - 2015