



ROBERTO SANCHEZ

VISUAL DESIGN/ UI/UX DESIGN

Phone
206.375.6877

Email
robb.sanchez@gmail.com

Website
www.robb-sanchez.com

LinkedIn
linkedin.com/in/robertobenito/

EDUCATION

Visual Communication/ Animation

Art institute of Seattle

3D Animation

Mesmer Labs

SKILLS & EXPERTIZE

Photoshop	<div style="width: 90%;"></div>
Illustrator	<div style="width: 85%;"></div>
InDesign	<div style="width: 80%;"></div>
After Effects	<div style="width: 75%;"></div>
Animate	<div style="width: 70%;"></div>
Maya	<div style="width: 65%;"></div>
Unity	<div style="width: 60%;"></div>
Figma	<div style="width: 55%;"></div>
Unreal	<div style="width: 50%;"></div>
3DS Max	<div style="width: 45%;"></div>
Sketch	<div style="width: 40%;"></div>
Blender	<div style="width: 35%;"></div>

PROFILE

I'm a seasoned graphic design/ visual designer known for my ability to collaborate seamlessly with cross-functional teams, including designers, engineers, and peers. My expertise spans a wide range of areas, from content management systems and big data analysis to user-centered design and UI patterns. I specialize in prototyping, crafting high-fidelity mock-ups, and designing interactive experiences that engage users effectively. My skills extend to visual communications, motion graphics, and branding, complemented by a background in 3D character animation and visual effects. Renowned for fostering open collaboration, I ensure that every aspect of our art pipelines is meticulously documented, contributing to a smooth development process.

EXPERIENCE

Mar. 2023 /

Senior UI Designer

Mar. 2024

Rewardify

As the Senior UI designer, I collaborate closely with the design team and assist the creative director in crafting a comprehensive style guide. My role involves updating UI elements to enhance existing titles and designing front-end art assets for new projects. I work hand-in-hand with the development team, utilizing tools like Figma to create comps and ensuring seamless integration of art assets into Unity for development.

Nov. 2022 /

Art Manager

Mar. 2023

SHA - Housing Support Authority

As the Art Manager, I oversaw the recruitment of art instructors and supervised the hiring and training process for interns who provided additional support. Additionally, I was responsible for creating promotional materials for public outreach. I took the lead in designing the curriculum and formulated an action plan to guide participants through the program, culminating in an art show at the conclusion of each cycle of classes.

May 2022/

Senior UI/ UX Designer

Nov. 2022

Simutronics Corp.

As the Senior UI/UX Designer, I was deeply involved in the design process, producing mock-ups and prototypes using Figma to iterate and test concepts. I also created wireframes for prototyping and seamlessly implemented them into Unity for development. Additionally, I illustrated marketing materials, crafting ad frameworks to promote product releases effectively. My influence extended beyond visuals as I actively shaped design decisions to enhance user experience, advocating for long-term scalability and improved feedback mechanisms. Leveraging AI, I swiftly generated concepts for future UI designs, focusing on both aesthetics and functionality. Collaboration was key, as I regularly communicated with fellow team members to ensure proposals maintained consistency with our overall art style. Moreover, I contributed to 3D modeling efforts and conducted formative research, auditing and evaluating existing interfaces to optimize usability and intuitiveness.



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SOFT SKILLS

Knowledge of HTML
Knowledge of CSS
Usability Studies
Navigational Structures
Proactive Research
Brainstorming
Mentor
Leadership
Collaboration
Schedule Oriented
Self-Motivated
Problem Solver
Content Writing
Typography
Branding
Journey Mapping
User-Centric
Attention to Detail
Presentations
Communication
Personas
Data Oriented
Prototyping
Documentation
Product Design Principles
Facilitating Workshops
Leading and Creating Demos

EXPERIENCE CONTINUED

Sept. 2021/
May 2022

Lead UI/ UX Designer
Wildcard Games

As the Lead UI/UX Designer, I spearheaded the user-centric flow and functional design for both current and upcoming titles within the studio's portfolio. Leveraging Figma, I crafted assets like animations and visual effects to produce dynamic in-game user interface designs, complete with data-driven layouts and seamless transitions. These assets served as invaluable references for developers during asset creation. Additionally, I contributed to competitive analyses and conducted iterative design research to inform development decisions. I also played a key role in designing folder structures and art pipelines, while creating journey maps to ensure the development team had clear access to deliverables throughout the process.

June. 2021/
Sept. 2021

UI/UX Designer
AT&T

As the UI/UX Designer, I collaborated closely with fellow creatives to conceptualize and refine ideas, ensuring alignment with strategic objectives across various disciplines. Grounding my solutions in research, data, and best practices, I developed journey maps, flow diagrams, wireframes, and interactive prototypes to address complex customer experience (CX) challenges. Through objective evaluation and refinement informed by user testing, I continuously iterated on concepts to enhance their effectiveness and usability.

Sept. 2020/
May 2021

Implementation Designer
Randstad - Microsoft (Note: Gap in employment due to marketing consultant with non-profit organization)

As the Implementation Designer, I collaborated closely with both UX and development teams to craft dynamic in-game user interface designs and interaction experiences. This involved implementing data-driven layouts and providing information architecture layouts for designers to integrate animations and transitions effectively. I utilized a Sketch to XAML coding engine to translate interactive designs seamlessly and rigorously tested components by generating sample data code to ensure scalability and consistency across UI content. Additionally, I contributed to the development of a visual library of Sketch components for UI screens and established an updated icon library for franchise-wide use. To streamline icon development and delivery, I maintained a database using Microsoft Power App to keep leads informed of icon development status and progress.

Mar. 2018/
Sept. 2019

Visual Designer/ UI Designer
Cat Daddy Games (Note: Gap in employment due to tech information consultant with government funded organization)

As the Visual Designer, I was responsible for producing art assets for Take Two's mobile releases of "WWE Super Card" and "NBA 2K19 and 2K20." My primary focus was on crafting creative and original visual effects, in-game marketing assets, icons, in-game HUD elements, and captivating playing cards featuring animated backgrounds. Additionally, I played a key role in creating prototype comps for future features, utilizing tools such as Figma, Sketch, and the InVision App to visualize and iterate on design concepts effectively.



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EXPERIENCE CONTINUED

Dec. 2015/ Sept. 2017 Art Director/ Lead UX Designer
DoD - Attain Inc.

In my role as art director, I led project management efforts and spearheaded the development of a comprehensive visual asset library. This centralized repository facilitated access for developers, artists, and project managers, ensuring alignment with product owners' and government guidelines. Emphasizing User Centered Design, I utilized CMS platforms like Drupal and employed tools such as Sketch, inVision, and Figma to create simple prototypes and asset libraries. Additionally, I delved into cutting-edge technologies, including early AI versions, to explore potential tools for research and implementation. I also undertook projects utilizing the Unreal game engine, where I crafted journey maps and developed prototypes for VR simulations aiding military personnel with mental health. This involved creating basic geometry, static meshes, and visuals to populate the VR environment. Through these endeavors, I gained valuable insights into Python and C+ languages, enriching my skill set and reinforcing my commitment to innovation in art direction.

Mar. 2014/ Dec. 2015 Senior UX Designer/ UI Artist
DoubleDown Interactive

As The Senior UX Designer/ UI Artist, I specialized in front-end HUD design and the creation of engaging visual effects. Alongside these primary responsibilities, I actively conducted user research, gathering valuable data from similar platforms to inform our design decisions. I also took charge of building wireframes and developing prototypes, ensuring a seamless user experience by providing a clear understanding of the front-end's look and functionality. Additionally, I explored prototype concepts for future projects using Unity, contributing to the ongoing innovation and improvement of our design approach.

Jan. 2013/ Feb. 2014 Lead UI Designer
K.A.L.E - Microsoft

As the lead UI designer, I focused on crafting compelling front-end HUD designs and captivating visual effects. Alongside these core responsibilities, I actively engaged in user research, gathering valuable insights from similar platforms to inform our design process. I took charge of building wireframes and developing prototypes, ensuring a user-friendly experience by providing a clear understanding of the front-end's look and functionality. Additionally, I spearheaded prototype exploration for upcoming projects utilizing Unity, contributing to the ongoing innovation and enhancement of our UI designs.

ACCOMPLISHMENTS

Salon de Primavera
2021 - 2023
Monkey Shines Artist
2018 - 2023
Mi Centro/ Centro de Latino
2016 - 2021
City of Tacoma/ Tacoma Mall
2018
Tacoma Art Museum
2018

INTERESTS



Biking



Traveling



Art



Music



Photography

LANGUAGES

English

Native speaker

Spanish

Native speaker