**FARID EL-NEMR**

UI Designer, Level Designer

(613) 617-6817 | farid.elnemr@live.com | <http://www.faridfolio.com>

**SOFTWARE EXPERIENCE**

* Adobe Photoshop
* Adobe Flash *(with ActionScript)*
* Adobe Premiere Pro
* Autodesk 3D Studio Max
* Unreal Development Kit *(with Kismet)*
* In-house level editing engine, UI scripting *(Artech Studios)*
* Microsoft Visual Studio *(C++, C#)*
* Various bug-tracking software *(Mantis, JIRA, Redmine)*

**DEVELOPER EXPERIENCE**

**ARTECH STUDIOS (2009 – 2011)**

* **Atari Smash** (ATARI - Retail - Xbox 360, PS3)
	+ UI Design, Game Design
		- Responsibilities:
			* *UI:* Designed and implemented menus to match art direction
			* *UI:* Worked closely with programmers, delved into the engine to create code-enhanced menus
			* *Game Design:* Collaborated on the re-invention of part of the gameplay based on publisher's feedback; resulting changes approved
	+ Video: <http://portfolio.gen-n.net/uiAtari.html>
* **Motion Explosion** (MAJESCO - Retail - Xbox 360 Kinect)
	+ UI Design
		- Responsibilities:
			* Conceptualized and designed menus surmounting new challenges sprung forth by the new Kinect and Move interfaces
			* Worked with an enhanced version of the in-house menu system to allow for three-dimensional, in-game interfaces
* **Wildlife: Forest Survival** (EA - Downloadable - Xbox 360, PS3)
	+ UI Design
		- Responsibilities:
			* Conceptualized, presented and executed ideas within a tight schedule
			* Retained constant back-and-forth communication with off-site partners (art director, designers, producers) at EA, ensuring design symmetry
			* Designed and implemented animated menus by maximizing the potential of a fairly basic in-house menu system
			* Ensured proper, user-friendly flow and clarity, respecting all console-specific TCR/TRC (Xbox 360 and PS3)
			* Integrated feedback from design leads, focus tests and the QA group
	+ Video: <http://portfolio.gen-n.net/uiWildlife.html>
* **The Undergarden** (ATARI - Downloadable - Xbox 360, PS3, PC)
	+ Game/Level Design, UI Design
		- Responsibilities
			* Brainstormed game design and puzzle ideas in pre-production stage, respecting engine and budget limitations
			* Sketched 18 level design plans on paper within a tight deadline
			* Ensured proper level flow, progression, steady / consistent learning curve
			* Brought a number of these designs to life by building and populating them in the in-house editor
			* Designed and implemented user interface menus
	+ Level Design Video <http://portfolio.gen-n.net/undergardenVideo.html>
	+ UI Design Video <http://portfolio.gen-n.net/uiUndergarden.html>
* **Naval Assault: The Killing Tide** (505 GAMES - Retail - Xbox 360)
	+ UI Designer, Cinematics Editor
		- Responsibilities
			* Conceptualized and designed menus in line with the game's visual style
			* Utilized in-house game engine to create in-game cinematics for some added visual flair to the title
	+ Video <http://portfolio.gen-n.net/uiNavalAssault.html>

**ALGONQUIN COLLEGE LEARNING RESOURCE CENTER (2008 - 2009)**

* **Flash Developer, UI Designer**
	+ Responsibilities:
		- Worked in Adobe Flash CS3 software package and ActionScript 2.0
		- Designed and coded various educational applications for the Ministry of Education of Ontario, with very positive feedback
		- Ensured appeal to a broad audience, spanning students from grades 1 to 12
		- Worked under heavy time restraints on frequent, short-term projects

**EDUCATION**

* **GAME DEVELOPMENT, Algonquin College (2006 - 2009)**
	+ Graduated with a GPA of 3.58 (4.0 scale)
	+ Deeply delved into the full video game development process
	+ Excelled in both programming and artistic design classes
	+ Led a team of 10 students and designed, programmed for the final thesis project; the development of a video game from concept to full, playable fruition (game titled “Freefall Fred”)

PROFESSIONAL REFERENCES AVAILABLE