**FARID EL-NEMR**

UI Designer, Level Designer

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**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