FARID EL-NEMR

UI Designer

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SOFTWARE EXPERIENCE

- Scaleform SDK
- Adobe Flash *(with Actionscript)*
- Adobe Photoshop
- 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

- **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

- **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/levelDesignVideo.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

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

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