

# Jon Welch.

UI / UX GAMES DESIGNER / Available for perm & contract positions

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I've over 13 years commercial experience in design. Providing UI / UX design on websites, SaaS products, native and web-based apps in the retail, technology, and broadcasting industries.

## DESIGN PROFICIENCIES



I've always had a passion for games, developing gameplay ideas, experimenting with themes and genres. Originally coming from a gaming background; studying games design and past role as a games-tester.

Visual interface,  
Graphic Design

I'm extremely curious on returning to this space and hoping to leverage the experience earned and apply it to an industry that I have great admiration for, working with people for whom crafting engaging player-centric experiences is valued.



## SKILLS



Information  
Architecture

### Understanding of UX best practices

Using data and player usability testing to solve design-specific problems with empathy. Validating ideas by defining flows / wireframes and developing low to high-fidelity interactive prototypes.

### Good practice of design and workflow tools

Implementing design solutions and development delivery using modern design, gaming trends, animation & UX tools (Figma, Sketch, Photoshop, XD, After Effects, Games Maker & Unreal Engine).



Interactive  
Prototyping

### A strong affinity for immersive UI

Evaluating theming, visual styles and variations, looking at placement of key functionality; typography, buttons, menus, navigation, motion graphic animation, applying these patterns to style guides and component libraries.

### Understanding of agile practices and design methodologies

Experience working in cross-functional teams with a build > test > learn mentality. Keen on designing things that can be built, knowing what the engine can do, being in constant collaboration with stakeholders and



Visual Motion  
Graphics

## EDUCATION



### London Metropolitan University

2004 – 2006  
BSC Computer Visualization & Games

- Principles of Game Design
- Logic and Mathematical Techniques
- Drawing and Character Design
- 3D Modelling & Animation
- Visual Effects for Computer Games
- Computer Game Engines

## TRAINING



### Webcredible & Media Training

2015 – 2018  
Expert led courses

- Mobile Game Development
- Service Design
- Mobile UX & Multi-Platform Design
- UX & Improving Usability
- Improving Digital Accessibility



WORK



**Aardman Animation**

Sep 2023 – Present  
(Fixed term contract)

**Senior UI/UX Artist**

Pres

Overseeing the whole pipeline of how the player interacts with the front-end of the game for both mobile and later PC/Console. Creating and testing wireframes and user flows, attempting to bring simplicity and user-friendliness to the player experience. Designing out UI which work with gameplay and crafting graphic design themes set out by the art director. Then working to implement those designs within Unreal Engine. Working with tech, VFX, Art and design to deliver the right solutions for the right feature. Finalising with UI animation to improve the player experience.

2023

**Senior Product Designer at Once For All**

Jul 2021 – Jul 2023 (Contract)

Producing user flows and digital designs for SaaS applications. Working from concept, ideation and strategy phase with developers and product owners.

**Senior UI Designer at Dentsu Aegis Network**

Sep 2020 – Jun 2021 (Contract)

Working on developing and maintaining dentu’s Media Ecosystem components that make up a suite of digital apps. Delivering evidence-based visual design; through data, research, observation, and insight e.g guidelines, colour palettes and data visualisation.

**Senior UI Designer at Vodafone Business**

May 2019 – Apr 2020 (Contract)

A redesign of the existing Vodafone IoT global communication service. Creating an expansive component library of visual patterns, ensuring this new portal will be flexible, better performance and future-proof from a design perspective.

2019

**Senior UI Designer at Eurosport**

Feb 2018 – Apr 2019 (Contract)

Designing the UI design for new and existing Eurosport digital products. Working closely with the UX designers to develop and maintain a framework of consistent UI patterns in a multi-device environment spanning OTT, desktop, tablet, mobile devices and native apps.

**UX / UI Designer at Sony PlayStation**

Jun 2016 – Aug 2017 (Contract)

Creating a multitude of visual designs for Sony’s publishing partners to submit games, applications, and other media related content.

**UX / UI Designer at Zappar**

Nov 2014 – Jun 2016 (Perm)

Working closely with developer on delivering the UI-UX for the augmented reality websites, native app and web app.

2014

**SEGA Europe**

July 2007 – Nov 2008  
(1YR, 5MTHS - Perm)

**QA Game functionality tester**

Gameplay functionality testing for up-and-coming Sega games in development. Identifying and examining issues / bug defects in software and game mechanics.

Reporting detailed bug reports on performance issues, crashes, and progression blockages to be fixed by development team. Verification would then follow to confirm that the issue no longer occurs.

**Game Lab**

July 2007 – Nov 2008  
(8MTHS – Internship)

**Flash Games Designer**

Assisting senior UI artist on various flash games and interactive presentations. Providing 2d game assets, animation, and sourcing sounds effects.

Main duties involved participation in a multiplayer game for the Xbox 360 or PC, for the London Metropolitan University games fair. Developed using XNA and C# and requires four Xbox 360 controllers. Tasked with producing concept art on characters and levels, along with creating the UI components, in-game HUD elements, menus and icons.

2007