

# **SAM (CAWKILL) ROBBINS**

www.sam-robbins.com | <https://www.linkedin.com/in/samkrobbins/>  
samrobbinsportfolio@gmail.com | 702-755-1829

Versatile Designer and Animator with over 14 years of results-based experience and a proven track record of problem-solving, analytical thinking, and the ability to evolve with industry trends. With a keen eye for streamlining the creative process, I am able to pull all skills from Design to UX user flows, to UI Design and Animation, to Engine implementation. I love working with my teammates to create the best project and being a resource to lift up every individual I work with.

## **COMPETENCIES**

- UX Designer, UI Designer, Motion Graphics Designer, Illustrator, Graphic Designer, Graphic Designer, 2D & 3D Animator, Concept & Character Developer, Lighting, Video Editor, 3D Texture Artist, Storyboard Artist, Scriptwriter
- Unity, XD, After Effects, Photoshop, Illustrator, Maya, 3D Max, Unreal, InDesign, Animate, Media Encoder, Premiere Pro, Pro Tools, Final Cut Pro
- Word, Excel, PowerPoint, Outlook
- Perforce, SVN, Jira, Confluence, Trello
- Scrum, Kanban, Project Management, Documentation

## **PROFESSIONAL EXPERIENCE**

### **Boss Fight Entertainment | UX Designer & UI Designer & Animator 2020 - Current | Allen, TX**

- Owns the analysis of UX pieces on competitor projects and creates presentation documentation with other designers.
- Weighs in on discussions for achieving a core game experience within project constraints.
- Coordinates the needs between Design, Product Management, and Art to build UX, UI, and VFX mock-ups and user flows that meet functionality specifications and hit our desired visual targets.
- Unity implementation and prefab creation for more efficient UI performance and production.
- A key presence in every feature kick-off and advocate for the end-users. Diagnoses issues within the UI systems and features to create the best and most consistent interface.
- Maintaining UI and UX Standards Documentation on Confluence for easy access for internal partners across all disciplines.
- Participates in feedback sessions and keeps a close relationship with QA and makes sure that feedback is integrated into the product.
- Helps maintain and support improvements to the production pipeline to increase efficiency and hosts training/education seminars. Believes strongly in best practices.
- An active participant in overall game animations, modeling, and illustration feedback meetings. Was responsible for the expansion of the diversity and representation of our characters.
- Helps support post mortem meetings and translates that feedback into better production systems for UI and UX.

**Flight School Studio | UI Designer & UX Designer**  
**2019 | Dallas, TX**

- Lead UI and UX Design for a variety of projects for high profile Clients
- Assisted in design and concept ideas for Clients
- Co-developed internal game team to design titles

**Schiefer Chopshop (SCS), 24 SEVEN | Contract Motion Graphics Designer**  
**2019 | Santa Ana, CA**

- Created enticing and unique social media content for Boost Mobile, West Coast University, Sylvania, and SCS using After Effects and Photoshop
- Developed engaging motion graphics and closed captioning in a fast-paced agency environment
- Handled multiple edits, with quick turnaround times, to provide Client with content matching their vision
- Maintained design quality, and company guidelines, file, and naming standards while under pressure
- Developed content for SCS Bob's Eubanks Valentine's Day Campaign recently featured in Adweek and The Drum

**Blind Squirrel Games | UI Designer**  
**2017 - 2018 | Santa Ana, CA**

- Borderlands Game of the Year Edition AAA FPS, Re-master for Console & PC | Unannounced AAA MMORPG, PC to Console. Utilized Unreal 3 & 4, Animate, After Effects, and XD to convert user interfaces between PC and console
- Spearheaded efforts to standardize design across existing menus and brought UI into universal standards
- Refined UI art, added Console UI navigation, and worked closely with UI Engineers to implement and test UI
- Fine-tuned design in inventory menus to improve quality and game readability
- Polished loading scenes with Matte painting skills and animation to increase visual quality and reduced load times by utilizing better output formats

**Boyd Gaming | Motion Graphic Designer & Project Management**  
**2015 - 2016 | Las Vegas, NV**

- Animated high volume of video advertisements for Casino signage and social media in After Effects
- Created new base templates for entertainer and film spots to reduce production time
- Improved graphics quality by leveraging quality media and unused hardware to preview our work

**Wild Streak Gaming | Contract UI Designer  
2015 | Las Vegas, NV**

- Designed complete user interface for new slot gaming company using Illustrator, Photoshop, and After Effects
- Leveraged slot game and UI experience to walk owners through iterations of game UI assets, like Royals, pay tables, win animations, and menus, then created final game-ready versions

**Bally Technologies | UI & UX Team Lead & 2D & 3D Animator & Illustrator  
2011 - 2014 | Las Vegas, NV**

- Developed custom game designs, game mechanics, storyboards, illustration, graphic design, and 2D and 3D Animation using Photoshop, Illustrator, After Effects, 3D Max, and Maya
- Conceptualized and designed 4 original titles and developed 8 additional titles with the team from preproduction to ship
- Leveraged multimedia skills to prototype, design, illustrate, and animate titles then prepped them for Engineers
- Scouted new talent and improved hiring by standardizing onboarding processes with training for 100+ Artists and Animators which resulted in more diverse ideas, better communication between satellite studios, and less turnover
- Designed and animated a flexible multigame UI Platform that was usable on multiple digital formats
- Identified needs for brand standards, created and lead new Standards Team which streamlined and improved UI/UX
- Spearheaded efforts to catalog assets with a new production pipeline and best practices which improved efficiency for clone game and translations
- Identified technical and artistic improvements by holding regular meetings with Engineering Lead and team

**Clients | Role**

**2007 - 2020 | Irvine, CA & Las Vegas, NV & Seattle, WA**

Moment Games | UI Artist

Mischief Cat | 2D Animator & Illustrator

Boyd Gaming | Motion Graphics Designer

The M Resort Spa and Casino | Motion Graphics Designer

Aston Monte Lago Casino | Motion Graphics Designer

UNLV, DODEA Education | Motion Graphics Designer & Illustrator

Ibex, Creative Circle | 2D Animator & Illustrator

The Venetian and Palazzo Casino | Web Developer & Graphic Designer

On-Site Media | Graphic Designer & Motion Graphics Designer

**EDUCATION**

**The Art Institute of Las Vegas | Bachelor of Science in Media Arts and Animation  
2009 | Henderson, NV**

Dean's List: 2005-2009, Spring 2005 Millennium Scholarship, GPA: 3.5/4.0