



# Roxana **Rox** Hasanat

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**OBJECTIVE** Concept Artist position on a team that is geared towards creating memorable experiences.

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**SUMMARY** Created concept art for over 6 years. 4 years in web UX/UI design in creating art assets and ideas for desktop apps and websites. 1 year of professional experience working at corporations. Solid understanding of design principles.

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**PUBLICATIONS** [“A Long Journey VN” App Game](#)  
Creator, UX/UI + Graphics + Concept Art Designer  
September 2013 - Present

- Spearheaded storytelling of the game’s world by creating mood boards, color studies, and illustrations
- Created character concept designs in many different types of media ranging from hand sketching, to detailed, digital sprite sheets with programs like Adobe Photoshop and Manga Studio
- Used iterative design process to create more compelling illustrations/UI/UX for a visual novel game series using Flash Professional (Animate) and ActionScript 3.0

[“The Legend of Auferre” Website](#), [thelegendofauferre.com](http://thelegendofauferre.com)

UX Designer, Illustrator

September 2010 - Present

- Engaged visitors to play released games on website with vector graphics, full blown illustrations, promotional art with Adobe Illustrator, Photoshop and InDesign
  - Pushed webpage’s graphics and illustrations with compelling story telling and high quality artwork
  - Inserted custom HTML / CSS / Javascript when necessary for to enhance the presentation of a webpage
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**EXPERIENCE** [Epic](#), Madison, WI USA

UX Designer

July 2015 - April 2016

- Played critical part in creating company’s 2015 Style Guide
- Introduced Lean Design Process to teams that traditionally followed almost no design process in order to reduce wasted development time
- Derived ideas and requirements through discussions with users and understanding their contexts
- Iterated on wireframes, paper prototypes, low and high fidelity mockups for proposed interfaces to get feedback from customers

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## EXPERIENCE CONT'D

**General Motors, Warren, MI USA**  
Advanced UX Concepts Studio Intern  
June 2014 - August 2014

- Designed a branding story to fit the experience of a new vehicle
- Based interior sketches off of quick 3D models created with Sculpttris
- Illustrated an extensive storyboard of how customer would interact with product to flesh out the most worthy features
- Developed a future vision Automotive concept for the year 2025 with Autodesk Alias and Photoshop

**CCG Communications Consultant Group, Bingham Farms, MI USA**  
Architecture / CAD Intern  
March 2014 - May 2014

- Prepared CAD documents of site layout that were ultimately submitted to clients
- Created photo sims of expected construction
- Worked on architectural plans with lead architect using AutoCADers

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## EDUCATION

**Lawrence Technological University, Southfield, MI USA**  
Bachelor of Science in Architecture: Transportation Design  
Graduated, May 2015

Industry Sponsored Projects:

- Honda, Concept for a Utility Vehicle - 4th Year
- Chrysler Ram, Concept for an Urban Mobility Vehicle - 3rd Year
- Chevrolet, Concept for 2025 Future Vision - 2nd Year
- Lincoln, Concept for a Luxury C-Class Vehicle for Millennials - 1st Year

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## SKILLS

### Basic Skills

Hand Sketching + + + +  
Digital Painting + + + +  
Storytelling + + +  
World Tone Generation + + + +  
Iterative Design Process + + + + +  
3D Modeling + + +

### Adobe CC

Photoshop + + + + +  
Illustrator + + + + +  
InDesign + + + + +  
Flash Professional + + + +  
After Effects + + +

### Autodesk

3ds Max + + + +  
Alias + + + +  
Revit Architecture + + +

### Other Software

Blender 3D + + +  
Sculptris + + + +

### Languages

Actionscript 3.0 + +  
HTML / CSS / Javascript +

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## PORTFOLIO

<http://www.roxioxx.com/concept-art-portfolio.html>