



Roxana **Rox** Hasanat

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PORTFOLIO

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

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.

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

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 - May 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 Sculptris
- 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

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

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/ux-portfolio.html>

SUMMARY

4 years in web UX/UI design in creating desktop apps and websites. 1 year of professional experience working at corporations. Solid understanding of design principles.

EXPERIENCE

Epic, Madison, WI USA

UX Designer

July 2015 - May 2016

- Iterated holistically on wireframes, paper prototypes, low and high fidelity mockups for proposed interfaces with developers in order to get feedback from users
- Used working knowledge of HTML / CSS / Javascript to propose feasible and intuitive designs
- Supported first time users of our InPatient software during their first few shifts which led to new ideas on increasing ease of use
- Played critical part in creating company's 2015 Style Guide
- Introduced Lean Design Process to teams that traditionally followed a waterfall, or no design, process in order to reduce wasted development time

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

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- Lincoln, Concept for a Luxury C-Class Vehicle for Millennials - 1st Year

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PUBLICATIONS

“A Long Journey VN” App Game

Creator, UX/UI + Graphics + Concept Designer, Programmer

September 2013 - Present

- Spearheaded storytelling impact for the user experience of the game’s world by creating mood boards, character concept artwork, illustrations, and sprite sheets
- Created designs in many different types of media ranging from hand sketching, to detailed digital paintings 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
- Deployed App to PC / MAC / Android platforms to test the actual experience of the game

“The Legend of Auferre” Website, thelegendofauferre.com

UX Designer, Illustrator

September 2010 - Present

- Iterated on multiple UX designs for best user retention by monitoring how much certain pages were viewed and learned to increase flow
- Pushed website’s story through vector graphics, full blown illustrations, promotional art which were created with Adobe Illustrator, Photoshop, InDesign, and After Effects
- Inserted custom HTML / CSS / Javascript when necessary for to enhance the presentation of a webpage

SKILLS

Basic Skills

- Hand Sketching + + + +
- Digital Painting + + + +
- Wireframing + + + + +
- Storytelling + + +
- Paper Prototyping + + + + +
- Digital Prototyping + + + +
- Team Management + + + +

Adobe CC

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

Other Software

- InVision App + + + +
- Blender 3D + + +
- Sculptris + + + +
- Autodesk 3ds Max + + + +
- Autodesk Alias + + + +

Languages

- Actionscript 3.0 + +
- HTML / CSS / Javascript +