

STELLA QUIETSCH

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PERSONAL PROFILE AND SKILLS

Competent and highly accomplished Senior UI and UX artist with a varied career in both the artistic and technical implementation aspects of UI in PC, mobile and console gaming spanning fifteen years in numerous studios, team sizes and genres.

Adobe Applications: Photoshop, Illustrator and After Effects

Mock up and animation pre-vis for UI screens, widgets, Icons, game HUDs and other UI elements. Events and themed art creation and graphic design for CSR2. Screen, widget and animation pre-vis revamps for Star Wars Hunters. Creation and management of assets and adobe libraries. In game animations and VFX for slot games as well as animated pre-vis for game features in Sunshine Days: Town Builder.

Unity UI implementation and animation

Building UI screens from the ground up using native Unity UI tool set. Applying dynamic scaling, Unity animations, sprite sheet creation and management, optimisation for mobile platforms and bug fixing. Marketplace, daily goals and gameplay HUD implementation on Doodle Jump Space Chase on mobile, Event panel and widget implementation on CSR2, complete screen creation on an unannounced project. Familiar with Perforce integration. Ongoing improvement and training through regular workshop sessions.

Figma

Extensive use of Figma for creating UI mock ups, assets, libraries and original wireframes for game features for Sunshine Days: Town Builder. Establishing a colour palette and a library of assets to maintain a consistent UI style for the game and lay down common conventions for things like back navigation. Taking ownership and being a voice for the entire UI visual identity and UX flow of the game as part of a small team.

UX Development

Researching comparable games in the market and documenting findings, which are then used to build and concept wireframes for game features such as leader boards, building upgrades and social features for Sunshine Days: Town Builder. Accustomed to fast moving brainstorming sessions where several disciplines will review and feed back on the UX proposal and refine the concept into a flow that's intuitive, technically sound and understandable to the target audience for the game.

Experience on multiple platforms: Mobile, PC and Nintendo Switch

Ten years working on mobile casual F2P titles, 1 year working on Star Wars Hunters primarily on Switch and mobile, 3 years working on an unannounced title for PC and Mobile. Accounting for different input types for cross platform projects. Working with UX and following wireframes.

Graphic design

Spearheading the visual style and identity of the American series and Europe series in CSR2, a long running set of events which utilised a racing festival aesthetic. Iterating on design compositions and colourways to create a visually striking and unique in game event which set the bench mark for further events going forward. Collaborating with 3D artists to refine and perfect the composition to best complement car imagery. Contributions to branding identity and logo creation. Using graphic design skills to create attention grabbing compositions for further events using character art, car liveries, typography and colour.

Familiarity with game development pipeline

5 Years at NaturalMotion in a large scale team with complete immersion in an agile working environment. Proactive in seeking feedback and review from peers and feature owners. Working closely with other disciplines such as UX, Product Management and design to ensure visibility is kept and requirements are met. Experience in a much smaller team at NetSpeak Games where the pace is much faster and frequent pivots are the norm. Working to establish processes which will help keep the UI implementation smooth.

Working to a style guide

Keeping and maintaining an outlined and consistent style throughout the UI. Working with licensing specialists and providing approval documentation for review by external IP owners. Responding to feedback and requirements.

Senior level responsibilities

Frequently in charge of mentoring more junior team members and providing training, feedback and technical support to help with onboarding. Running and taking ownership of play test sessions while encouraging active participation from others. Collating feedback and bugs. Providing a weekly art report for leads and directors. Contributing to presentations for team wide meetings and stakeholders. 6 months of training on the Torch leadership programme.

Unreal 4 implementation

1 year working on Star Wars Hunters and contributing sprites, bug fixes and some general improvements in Unreal 4. Building new widgets in UMG for Sunshine Days: Town Builder using the blue print design function to create in game assets.

2D generalist and hand drawn art skills

5 years contributing general illustration, pitch artwork, characters, 2D animated sprites and overall screen layouts for casual mobile puzzle games and board game adaptations at Finblade Ltd. In game asset creation for board items, buttons, menus and themed backgrounds. Experience in a fast moving and varied generalist role.

3DS MAX modelling, texturing, rigging and animation

Character modelling and UV unwrapping in 3DS MAX. Creating texture art in Photoshop, character rigging and animation. Facial expression and animation using morph targets. 2D split pin style character animation. Game board modelling and rendering for Battleship.

EMPLOYMENT HISTORY

Netspeak Games, Senior UI Artist, 2024 – 2025

- **Sunshine Days: Town Builder** – Casual farming and town building game on mobile.

NaturalMotion, Senior UI Artist, 2019 – 2024

- **CSR2** – Car racing and collection game on mobile
- **Star Wars Hunters** – Competitive PVP game on Nintendo Switch and mobile
- **Unannounced Project** – current unannounced racing game on PC and mobile

Fuzzy Frog/ Hugo Games, UI Artist, 2017 – 2019

- **Doodle Jump Space Chase** – A 3D instalment of the popular game Doodle Jump on mobile in association with Lima Sky

Betdigital, 2D Graphic Artist, 2016 – 2017

- **Caribbean Quest** – Original cabinet slot game on Inspired General platforms
- **Mermaid of the Nile, Treasures of the Pyramids** – IGT owned online slot games which were integrated onto land based platforms

The Moment Content Company, Media Developer, 2015 – 2016

- E-learning and maritime training programmes on mobile and web.

Finblade Ltd, Artist, 2010 – 2014

- **Battleship, Operation and Pictureka** – Collection of classic Hasbro board games adapted and developed for iOS
- **Puzzler Magazine** – Conversion of the popular puzzle magazine into an iOS game where puzzles can be purchased in packs
- **Ninja Ranch** – Original stylised and illustrated casual puzzle game based on Shikaku for iOS
- **Grooveyard** – Original stylised and illustrated puzzle game based on Shikaku for iOS
- **Sci-fi Movie Quiz** – Casual multiple choice quiz game for iOS which tests the players movie quiz knowledge
- **Wordsearch** – stylised word search puzzle game for iOS
- **Headcast** – Broadcasting and social media tool for celebrities like Stephen Fry and Tom Daley