

SOPHIE BAI

2D UI/UX & Motion Graphic Artist, Concept Artist

- New Westminster, BC
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- [LinkedIn profile](#)
- [Portfolio Website](#)

WORK EXPERIENCES

2D UI/UX & Motion Graphic Artist in Electronic Arts (Vancouver, Canada)

2021 Nov - 2023 Feb

Core Responsibilities:

- Designed high-fidelity live program branding images by using comprehensive skills such as photobash, 3D modelling & rendering, and various photoshop layer effects and adjustment techniques.
- Created various event banners and store tiles based on branding images' visual elements.
- Designed program-themed player card set with clear visual hierarchy; animated and apply VFX (particle systems, glows, flares) on player cards in After Effects; implemented animation assets in Unity in the form of sprite-sheet.
- Created program-themed assets such as 2D currencies, store packs (rendered in Maya), and vanity items (user profile pics and emoticons, sometimes I needed to animate them as well).
- Optimized initial UI wireframes from the game designer in XD and Figma; created UI assets such as labels and backers; delivered UI mockups and assets to the implementor; adjusted UI assets according to the actual game build.
- Followed FIFA Mobile artist's best practice such as maintaining good layer structure and non-destructive workflow.

Others:

- Fully participated in **FIFA Mobile Season 6 + World Cup Edition's** asset creation.
- Updated Figma UI template for **FIFA Mobile Season 7**.
- Hosted a lunch-and-learn session on how to use 3D rendering for asset creation.
- Contributed to studio's IDEA (Inclusion, Diversity, Equality and Accessibility) group activities such as making Zoom backgrounds for cultural celebrations (Lunar New Year, Diwali, Asian Heritage Month) and collaborating with other Chinese colleagues to make an animation short about Mid-Autumn Festival.

2D UI Artist in Kabam Inc. (Vancouver, Canada)

2020 Nov - 2021 Oct

Core Responsibilities:

- Created various types of high-quality in-game banners by using character & background rendering images, and VFX images (flames, debris, lightning, smokes, etc.) for **Marvel Realm of Champions**.
- Followed lead artist's art style, image retouching techniques, and character's color scheme for asset consistency.
- Created player profile pictures in comic style for **Marvel Contest of Champions**.

Others

- Made an animated emoticon set of Web Warriors by using Spine Animation.
- Created character-specific tokens/currencies.
- Drew digital illustrations of Marvel characters for internal practice purposes.

Concept Artist & Illustrator in Doomwood (Vancouver, Canada)

2019 Jun - 2021 Nov

Experiences:

- Created various themed stadium decoration textures for **FIFA 20 & 21** by using illustration and photobash skills.
- Participated in character look development and created partial character in-game illustrations for **Avatar: Generations** from **Navigator Games**.
- Designed themed furniture sets for **Animal Bar** from **Playful Fox Games**.
- Polished partial cutscene illustrations for **Disney Mirrorverse** from **Kabam**.

SKILLS

Hard Skills:

- Illustration & Design (Photoshop, Blender, Illustrator, hand-drawing)
- Animation (After Effects, Trapcode, Spine, Blender, Animate)
- UI/UX design (XD, Figma)
- 3D modelling (Blender)

Working Languages

English & Mandarin

Soft Skills:

- Giving and processing feedback
- Efficient learning and researching
- Quick art-style adaption

Hobbies

Figure sketches, Indie games,
Photography

EDUCATION BACKGROUND

Centre for Digital Media (Vancouver, Canada) (Master of Digital Media)

2018 Sept - 2020 Jun

Communication University of China (Beijing, China) (B.A. in Game Art)

2014 Sept - 2018 Jul