

Francisco S. Guadarrama S.

Game Designer & UI/UX specialist
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EDUCATION

Vancouver Film School - Recieved Honors Game Design	Jan 2024 - Dec 2024
Michigan State University Unity 2020 - Game Design and Development	Apr 2023 - June 2023
California Institute of Arts Game Design - Art and Concepts	Feb 2023 - Apr 2023
University of Pennsylvania Gamification	Dec 2022 - Feb 2023

EXPERIENCE

Vancouver Film School - Kit'N'Ink - Final Project Jun 2024 - Present
Game Designer & UI/UX Artist

Developed and implemented a complete art pipeline, including textures, shaders, 3d models, VFX, UI and Post Processing.

- Designed and implemented custom UI elements, including a scrolling shader for options menus, enhancing visual cohesion with the game's ink theme.
- Created detailed wireframes and interactive mockups to prototype game menus, HUD, and player flow, enabling efficient design iteration and user testing.
- Developed unique textures in Substance Designer to establish a cohesive visual style.
- Built and optimized VFX and post-processing effects for enhanced player immersion.
- Collaborated with the team to prototype and test mechanics for user-centric gameplay flow.

Vancouver Film School - GUS - Team Project Mar 2024 - May 2024
UI/UX Designer & 2D Artist

Crafted a 2D pixel art world including characters, environment, animations, VFX and UI.

- Designed an intuitive HUD and in-game menu layout for a 2D hack-and-slash game.
- Created wireframes and visual mockups for UI layouts, improving navigation and usability.
- Developed pixel art assets, including characters and tilemaps, ensuring clarity and readability.
- Conducted iterative testing to refine UI designs based on player feedback.

WetCoat Games - Letter Lancers - Steam Game Apr 2024 - Present
Localization Specialist & QA tester

- Translated UI/UX elements and in-game text into Latin American Spanish while maintaining cultural accuracy.
- Identified and documented UI bugs during playtesting, contributing to improved usability.

Created a playable prototype from concept to gameplay.

- Designed and implemented a dynamic health/mana UI using custom assets.
- Implemented scriptable objects for easily creating card assets.
- Prototyped interactive gameplay menus and mockups for WebGL builds, ensuring browser accessibility.
- Developed user-focused gameplay systems, such as an intuitive card mechanic interface.

TECHNICAL SKILLS

UI/UX Design:

Wireframing (Figma, Photoshop), Interactive Mockups, Unity UI Toolkit, Shader Graph, Aseprite

Game Development:

Unity (VFX Graph, Landscaping, Scripting), Unreal Engine (Blueprinting, Niagara), C#

Art & Animation:

Substance Designer, Substance Painter, Maya, ZBrush

Other:

Git, Jira, Localization (Spanish), FMOD

MORE ABOUT ME

B.Sc. Chemistry

I graduated with honors when I wrote the first Neurochemistry thesis at the Autonomous National University of Mexico (UNAM) Chemistry Faculty.

2nd place Best Supplement Company

At *Bienfest* 2019, one of the largest and most important events on health in Mexico and Latin-America.

Craft Beer Enthusiast

I've brewed my own craft beer and enjoy tasting different beers now and then. Good things take time.

Extreme Sports Enjoyer

Learned to fly a hang glider during Covid. I enjoy snowboarding and mountaineering. Doing something that scares you can be deeply rewarding.

MY PORTFOLIO - Showcasing UI/UX elements such as wireframes, mockups and game UI projects