

# ROBERT SOO

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## » Education

Sept. 2010 - Aug. 2011

### Vancouver Film School: Digital Design

Graduating with Honours: Interactive and Communications Design

Sept. 2001 - Jul. 2006

### Simon Fraser University: Visual Arts

Art Theory, Critical Analysis, Historical/Cultural Research and Writing

## » Project Experience

Sept. 2012 - Nov. 2013

### NFL Matchups Live

An officially licensed National Football League game that allowed users to recruit, manage, and field their own fantasy football team. Users could then train their teams to increase their stats and earn access to a larger pool of players, eventually competing against other users during weekly held events. Brought on as a 2D artist, I was eventually promoted to Event and Support Art Lead where some of my duties included: Art asset creation, art direction & concepting, layout design, User Interface and logo design, assisted in managing the art team, managing art documentation, coordinating with external contractors and external outsource studios.

Released on Android & iOS

Feb. 2011 - Aug. 2011

### Super Battle Tactics

An original tactical strategy game that has users build a team of battle vehicles and slugging it out in a game show-like setting for fabulous cash and prizes. The style is a humorous mashup of grandiose mayhem and tongue in cheek pop references. Users can form their teams by selecting from a variety of over the top vehicles that each have unique stats and abilities, then battle other players and event bosses. I contributed to the project as concept artist both during development and during the after-release event support. Various project tasks included: vehicle & character design, user interface and logo designs, creating background assets as well as promotional assets.

Released on Android & iOS

## » Work Experience

Sept. 2012 - May 2015

### DeNA Games, Event & Support Art Lead

Mobile games developer — [denagames.com](http://denagames.com) — Contributing to various game titles, including the development of visual identity, user interface elements, and creating and facilitating production of in-game content.

## » Skills

Proficiency with Adobe Suite  
 Graphic & User Interface Design  
 Illustration and Visual Communication  
 2nd Degree Black Belt  
 Research and Data collation

## » Interests

Traditional Gaming  
 Cooking & Eating  
 1950s sci-fi radio shows  
 Visual media and culture