

Experience

Capcom Game Studio Vancouver - Burnaby, BC

Lead UI/UX Artist & Designer - 2016-Current

Established UI art style and built UX and UI from conception to completion. Established process and art pipeline and lead team of artists and designers for AAA Unreal action project.

United Front Games - Vancouver, BC

Lead UX Designer, UI Artist - 2009-2016

Part of the core presentation team for mutli-platform AAA titles Modnation Racers, Sleeping Dogs and LittleBigPlanet Karting. Helped create visual look and feel for each title as well as design and create screens and animation for use in the front-end. Sole designer and artist for LittleBigPlanet Karting HUD. Created look and feel look-frames and animation to be sent to third parties for creation of intro sequences for Sleeping Dogs.

Co-developed concept and pitch for action combat title which I creatively led through a three month prototyping phase. During this time also developed tone and meta-game and social design for rest of the project. Also helped develop pitches for multiple big budget projects from world-renowned publishers.

Developed visual style, user experience and led UI team for upcoming title Sleeping Dogs: Triad Wars.

EA Blackbox - Vancouver, BC

Front-end Artist - 2007-2009

Working as part of the front-end team to design and animate front-end elements for Playstation 3 and Xbox 360 titles Skate and Skate 2. Worked with other artists during pre-production to create the visual style of the front-end and taken through production to completion. Sole artist and designer for HUD on Skate 2, working closely with game designers to create HUD solutions. Created DVDs for internal and public presentations as well as motion graphics and composition work for Skate 1 and 2 trailers and internal videos. Worked with the Need for Speed: Pro Street team to finalise the title. Specifically created track maps and Xbox 360 achievement icons.

Riptown.com Media - Vancouver, BC

Motion Graphics Designer - 2006

Brought on as the sole motion graphics designer, created motion graphics for display at trade show events, later moving to work on the mixed martial arts show, Bodog Fight, setting the art direction and creating the title sequence.

Freelance - sethpowell.com

Game, motion, graphic and web design - 2002-present

Ownership and operation of a freelance design firm that provides web design, development and motion design for a variety of clients. Led team to create official add-on for Savage: Battle for Newerth; Samurai Wars.

head2head (digital) Ltd - Cornwall, UK

Web designer - 2000-2002

Responsibilities included initial design of websites, building websites to specification using languages such as HTML, ASP and Javascript, design and development of back-end applications and intricate use of Flash to develop both front-end and back-end tools.

Education

Vancouver Film School, Vancouver, BC - *Digital Design - 2005*

Bournemouth University, Dorset, UK - *New Media Production - 2003-2005*

Truro Sixth Form College, Cornwall, UK - *A-Levels English, Religious Studies, General Studies - 1998-2000*

Technical skills

Unreal, Unity, Illustrator, Photoshop, After Effects, Flash, Premiere, Final Cut Pro, Audition, C#, Blueprint, XHTML, CSS, ASP, Javascript, Actionscript

Recognition

Won scholarship to Vancouver Film School through Computer Arts Magazine competition - 2004

Official selection in Vancouver Lift-Off Film Festival for music video *fiftyonefifty* - 2017

Official selection in Cutting Edge Film Festival for music video *fiftyonefifty* - 2017

Contact

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