**­­­Mehrzad B. Beiknejad**

**Developer / UI Designer / Graphical artist**

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**JOB EXPERIENCE:**

**01/2016 – present Senior GUI Designer / Developer**,

 IO Interactive, Hitman

As a GUI Designer, my primary tasks consist of creating a user friendly, inspiring and interesting user interface, for the newest Hitman instalment, simply called “Hitman”.

I design, animate and implement functional UI, which is in-tune with what Hitman 47 has been representing over the years. This includes (but is not limited to) the in-game HUD, frontend menu and pause menu.

**05/2014 – 12/2015 Head of gaming, Senior UI Designer, Senior Web Designer, Senior Front-End Developer (including JavaScript), Senior Flash Developer, Unity Developer (C#), Motion Graphics Artist, iOS Developer**

 isobar, Part of the Dentsu Aegis Network

At isobar, my primary tasks consisted of designing, scripting/developing and animating online games, apps, facebook applications, websites and ads.

Furthermore I design and develop TV-spots for Danish television as well as web videos to be used for either ads or instructional videos.

*I had taken the role as Head of Gaming at isobar, where I continue to expand my abilities to develop Unity/HTML5/Flash content and games, as well as hands-on experience with the Oculus Rift in Unity, where I program in C#.*

**01/2014 – present Art Director, Lead UI Designer**,

 JUKEIT, Jukebox App

We were missing a possibility to have the music, which was being broadcast at venues, in our control. That is why we have created an economically sustainable music streaming service for commercial use. With our innovative jukebox app, we can provide music lovers a brand new way of interacting with the music in public spaces. This will both benefit the venues and the creators of the music that we all love.

In this endeavour I have taken the role as the Art Director, where I take the general decisions on which way we need to push the content, so it will stay in sync with the core design considerations

Furthermore I am the Lead UI Designer, which implements the concept considerations in a functional UI in the actual app.

Recently we attended the Danish equivalent of the TV show: “The Lions Den”, where we got our app sponsored.

**01/2014 – 2015 Art Director, Lead UI Designer**,

 GameMasterz, Ravenstorm: Rift of Souls

GameMasterz is a joint venture, between Ghost Vfx, Ministi and Full Control and as the Lead UI Designer here, my tasks consists of creating a user interface, for a groundbreaking turn-based, tactical fantasy Role-Playing Game, called Ravenstorm: Rift of Souls.

I have taken the role as the dedicated Art Director for GUI as well, where I take the general decisions on which way we need to push the content, so it will stay in sync with the dark fantasy core.

So far, this has translated into several working features, which I have designed. Features like the character creation flow (and corresponding screens thereof) and the in-game HUD.

**10/2013 – 01/2014 UI Designer / Developer**,

 Yager, Dead Island 2

Being a UI Designer at Yager, my tasks consisted of creating an innovative user interface, for Dead Island 2, while improving the current ScaleForm integration in Unreal Engine 4.

For this project, I designed, animated and implemented a functional user interface, which in turn translated into an interesting experience, with what the project was striving towards. This included the various major areas like the HUD, and menus.

The result of this, was several working major features, which I have created. Features like a skill menu (and functionality thereof) to display skill progression and upgradables and design and implementation of a dialogue system to drive the vocal interaction with NPC’s.

Furthermore, I have been working on upgrading the ScaleForm integration in the Unreal Engine, so we can pass in complete objects across the entire GUI. This was quickly met as a efficient longterm solution, and was instantly applied to our setup.

**11/2012 – 10/2013 UI Designer / Developer**,

 IO Interactive, Hitman

My latest tasks at IO revolved around the new Hitman title. These tasks included iterations on a new HUD with innovative features.

My personal goal with this HUD, was to create an interface where elements wouldn’t clutter nor obscure the points of interest, in order to heighten the quality of the UX for the player.

I received very positive feedback, from directors as well as colleagues, when I presented my progress to the rest of the company.

**03/2012 – 11/2012 UI Designer / Developer**,

 IO Interactive, Hitman: Absolution

As a UI Designer, my primary task consisted of creating a user friendly, inspiring and interesting user interface, for Hitman: Absolution.

By following the common thread in the Hitman universe, I constantly designed, animated and implemented a sleek and functional UI, which was in-tune with what Hitman 47 has been representing over the years. This included (but was not limited to) the in-game HUD, frontend menu and pause menu.

The result of these iterations was a GUI, which kept the Hitman fantasy close to the users conscience as well as being a joyfull experience.

**03/2010 – 03/2012 Flash- and Web developer / Designer / Motion Graphics Artist**, KathArt Interactive

As an employee at KathArt Interactive, my primary tasks consisted of designing, scripting/developing and animating online ads, apps, games and websites.

*At KathArt Interactive I created innovative concepts, which was pitched for various clients. I constantly strived towards a more interactive solution, which ultimately resulted in a more engaged user experience for the users.*

*The prime focus was to create a more simple and efficient user interface, supported by consistent design, smooth transitions and animations, which resulted in higher click rates.*

*My time at KathArt has strengthened my abilities to collaborate and understand the clients wishes.*

**09/2008 – 02/2010** **Assistant teacher**,

 KEA - Copenhagen School of Design and Technology

As an assistant teacher at KEA, my primary tasks consisted of teaching, guiding and helping the students with design, coding and animation projects.

This has sharpened my abilities to communicate and act in a multi-cultural environment, where being a good listener is very important.

**EDUCATION:**

**09/2008 – 02/2010 Graphical communication**,

 KEA - Copenhagen School of Design and Technology

As a student at KEA I studied graphical communication and graduated as a Multimedia Designer, from Copenhagen School of Design and Technology.

The four primary areas of the education, consisted of organizational theory, communication, interface/interaction and design / visualization.

I succeeded in distinguishing myself in these areas. This proved valid through my grades and through the fact that the school encouraged me to apply for an assistant teacher position.