

ANDREW PHILLIPS

LEAD UI ARTIST | DESIGNER

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a-phillips.art

Chicago, IL

SUMMARY

Creative and highly experienced UI Artist and Designer with 20+ years of experience designing engaging user interfaces, HUDs, menus, iconography, and visual systems for video games and interactive entertainment. Proven leadership managing multidisciplinary teams of artists, designers, technical artists, and animators for live-service titles. Skilled in translating gameplay systems into intuitive, visually compelling player experiences while balancing usability, aesthetics, and technical performance.

PROFESSIONAL EXPERIENCE

Lead UI Artist / Designer

February 2024 – Present

Wargaming USA

- Lead UI design efforts for the live-service title World of Tanks Modern Armor.
- Design and create the visual identity of game screens, menus, HUD systems, and player-facing interface experiences.
- Drive modernization of the game's user interface, improving usability, visual consistency, and overall player experience.
- Create in-game visual assets including icons, medals, emblems, buttons, backgrounds, and interface components.
- Manage and mentor a multidisciplinary team of artists, designers, technical artists, and animators.
- Collaborate closely with game designers, engineers, and production teams to deliver polished and scalable UI systems.

Senior Artist / Designer

February 2007 – February 2024

Chewy Software

- Created production-ready visual assets from concept through implementation, including wireframes, UI systems, menus, HUDs, iconography, and backgrounds.
- Collaborated with programmers, artists, and designers to align visual direction with gameplay and technical requirements.
- Designed intuitive user experiences and visual flows for a variety of game genres and platforms.
- Worked with globally recognized brands including Disney, Wilson Sporting Goods, Nickelodeon, Fisher-Price, and Wargaming to define project goals, design direction, scope, and production requirements.
- Meaningful art and design contributions to over 100 shipped titles.

Creator / Designer / Artist

September 2009 – January 2012

Game Gatos LLC

- Conceptualized and designed Valet Hero, an original mobile game with over one million downloads.
- Created all visual assets including UI, menus, iconography, backgrounds, and promotional art.
- Collaborated with programmers on gameplay systems and level design implementation.
- Directed the overall visual style and user experience for the project.

Artist / Animator

September 1999 – June 2003

Midway Games

- Worked on TouchMaster Infinity coin-op arcade systems and Game Boy Advance titles including Mortal Kombat and Spy Hunter.
- Created 2D and 3D art assets for arcade and handheld gaming platforms.
- Designed UI mockups, HUD elements, menus, and iconography.
- Produced animations and visual effects for intros, celebrations, transitions, and menus.

- Contributed to gameplay ideas, interaction design, and visual direction.

EDUCATION

Oakland University

Rochester, Michigan · 2003 – 2007 · Education Major

Western Michigan University

Kalamazoo, Michigan · 1994 – 1999 · Art Major

SKILLS

USER INTERFACE DESIGN	DESIGN SYSTEMS	VISUAL SYSTEMS	MENU SYSTEMS	DIGITAL ART	2D ART
ICONOGRAPHY	GAME DESIGN	CONTENT DESIGN	ART DIRECTION	TEAM LEADERSHIP	
TEAM MANAGMENT	INTERPERSONAL SKILLS	CONTRACTOR MANAGMENT	CLIENT SERVICES		
EXTERNAL RELATIONSHIPS	MOTION DESIGN	ADOBE PHOTOSHOP	ADOBE ILLUSTRATOR	FIGMA	
ADOBE FLASH	ADOBE XD	GAMEPLAY SYSTEMS	LIVE SERVICE GAMES	STYLE GUIDE CREATION	
ASSET MANAGEMENT	ASSET OPTIMIZATION	WIREFRAMING	AI DESIGN TOOLS	GENERATIVE AI TOOLS	

HIGHLIGHTS

- 20+ years of professional game industry experience
- UI leadership on a major live-service title
- Experience with globally recognized entertainment brands
- Strong foundation in both visual design and gameplay systems
- Proven ability to lead teams and modernize user experiences