

# ROBYN DUBUC

**(780)270-9644**

**robzydubuc@gmail.com**

## **Technical Proficiency**

- Adobe Photoshop
- Adobe Premiere
- HTML / CSS (Desktop and Mobile)
- Javascript
- GitHub
- Autodesk 3DS Max
- Unity 3D
- Windows
- MacOS

## **Recent Employment History**

### Granify, Edmonton, 2015 — 2017

Took on the position of Creative Prototyper - designer and builder of web-based applets and widgets.

Responsibilities included building web-based widgets and nudges based on data-driven experimentation. Also responsible for mobile browser delivery of interactive widgets and user experiences, specifically focused on iOS devices of all ranges.

Many widgets that were conceived, built and implemented by myself alone have gone on to be responsible for over \$30,000 in sales uplift in several cases, and as high as \$90,000 according to carefully collected metrics.

Specialization among team members included presentational effects such as eye-catching and visually pleasing animations and presentations utilizing modern CSS tools and effects. Also responsible for design of “gamification” in widgets, where interactive fun was the goal.

### XGen Studios, Edmonton, 2002 — 2015

Served as lead art director at video game design studio.

Responsibilities included overall game art direction as well as concept art, environmental and

character designs, user interface designs and promotional video editing and production.

Designed interactive UI prototypes and experimental user interactions, improving through iterations based on player behavior. Also experienced porting functionality to mobile device interfaces in several iOS releases, adapting and conforming them to best suit mobile interface best practices.

Prototyped and developed a virtual item store (XCash) website, checkout and payment system for maximum conversion.

*Project credits include:*

- **2002 - 2004:** Motherload (Sole Artist, Design)
- **2005 - 2007:** Stick Arena (Lead Artist)
- **2006 - 2008:** Pillage The Village (Lead Artist)
- **2008 - 2009:** Boxhead: Bounty Hunter (Artist, Q/A Tester)
- **2009:** Defend Your Castle WiiWare (Artist, Q/A Tester)
- **2009 - 2011:** Stick RPG 2 (Lead Artist, Design)
- **2012:** Blast Rage Online (Sole Artist, Design, Sound Engineer)
- **2010 - 2014:** Super Motherload Playstation 4 (Artist, Game Design)

Bacon Blade Games, Edmonton, 2012 — 2015

Launched the company in June 2012 and served as designer and artist in free time from XGen Studios. As a member of a two-person team, designed, prototyped, developed 3D assets for and released a fully featured multiplayer mobile game on iOS and Android using Unity3D.

*Project credits include:*

- **2012-2013:** AMP Minibowling (Sole Artist, 3D Level, UI Design)

**Educational Experience**

- Completed Fine Art Classes: **Drawing I** at **MacEwan University** in Edmonton, Alberta.
- Attended the **Game Developers Conference 2005, 2006 and 2007**, participating in full-day tutorials sessions and round-tables.

**Accolades**

- Artist for '**Super Motherload**', released on Playstation 4 as a day-one launch garnering an **80/100** review from **Destructoid**.
- Artist for **Defend your Castle** on WiiWare, which received a score of **79/100** from **IGN**, with **Wired** calling the game "**Five bucks worth of awesome.**" **Nintendo Power Magazine** said "Defend your Castle could be one of WiiWare's best party-game purchases."
- Lead Artist for '**Stick Arena**', which was awarded **2nd place** in the **Indie Games** category at Future Play 2007.

- Sole Artist for '**Motherload**', which was awarded "**Best Action Game 2005**" in Miniclip's Online Game Awards, where it also received a nomination in the "Best Online Game" category.

**Project Successes**

- **Stick Arena** played over 100 Million times, generating over 7-figures in lifetime revenue.
- **Defend Your Castle WiiWare** selling over 200,000 copies generating over 7-figures in revenue.
- **Defend Your Castle iPhone** downloaded over 1 Million times.

**References available on request.**