Aiden Khuiphum

Graphic Design • Illustration • Concept Design

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EXPERIENCE

Illustrator, Game Designer, & Graphic Designer, *DigiXL*, Los Angeles, CA, August 2022 - April 2023
- Created a variety of 2D art, including vector assets, character designs, backgrounds, expression sheets, turnarounds, props, concept designs, animation behaviors, UI design mockups, and marketing collaterals.
- Provided constructive and actionable feedback to improve the workflow and visual aspects of games and worksheets by participating in team meetings to define company's style guidelines and aesthetics, expand visual direction, visual campaigns, and discussed art production progress.
- Conducted research and participated in collaborative team meetings to provide feedback, conceptualize new campaigns, and ensure efficient and accurate implementation of assets for the production pipeline.
- Utilized project management software, including Jira, to track project tasks, timelines, and milestones, while maintaining and contributing to a reusable asset library, ensuring organizational clarity and easy accessibility.
- Develop art assets for brand marketing, user acquisition, and social media to support current and future marketing campaigns.
- Collaborated with an external studio to provide clear and detailed art direction, ensuring outsourced assets aligned with the brand's artistic vision and style guidelines.
- Regularly communicated with external partners, providing guidance on work-in-progress assets to ensure consistent quality and coherence.
- Designed wireframes and game concepts, delivering clear guidance to external developers to ensure the development of intuitive user interfaces.

Game Design & Art Mentor, *Zurich University of the Arts*, Zurich, CH, June 2021 - February 2022
- Facilitated one-on-one and group critiques to provide art direction, paint overs, wireframing, refine mechanics, storyboarding, constructive feedback, review sessions, and helped students improve their technical and conceptual approach.
- Mentored a diverse group of undergraduates and graduates to shape the visual direction of their projects.

Game Designer, Art Director & Illustrator, *FANTOCHE Animation Festival*, Baden, CH, August 2021
- Successfully led a team of four and oversaw the development of a game from concept to completion.
- Designed the visual assets for the game *Strokes*, including characters, backgrounds, props, and UI.
- Designed and implemented gameplay mechanics, control systems, and character animation behaviors.
- Collaborated with cross-functional teams of designers, artists, and programmers to ensure visual consistency and adherence to the established art direction.

EDUCATION

Master of Arts in Design - Game Design - *Zurich University of the Arts - Zurich, CH*, June 2022
B.F.A. Illustration - Entertainment Arts - *ArtCenter College of Design - Pasadena, CA*, December 2017
Associate of Fine and Studio Arts - *MiraCosta College - Oceanside, CA*, May 2014

SKILLS

Adobe CC, Photoshop, Illustrator, InDesign, Unity, C#, SketchUp, Playtesting, Figma, Procreate, AfterEffects, Storyboard Pro, Zbrush, Jira, Asana, Google Drive, Microsoft Office Suite

HOBBIES

Animation, Games, Photography, eSports, Typography, Ramen, Documentaries, Fashion, Trend Research