



GAME UI/UX ARTIST

ILLUSTRATOR

GRAPHIC DESIGNER

CAROLINE HENRIKSEN

DETAILS

London, United Kingdom

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caroline.hoppy@hotmail.com

Portfolio

www.carolinechenriksen.com



PROFILE

Multi-disciplinary visual artist with years of experience across different disciplines who provides a well rounded expertise in creative UI/UX game development complemented with a strong management skill set. Contributing inspiration to projects and team members is one of my many passions.



EXPERIENCE

Marmalade Game Studio April 2022 - January 2024

Lead UI/UX Artist February 2023 - January 2024

- Directed UI/UX for cross platform games, **Ticket to Ride** and **Monopoly**.
- Lead UI/UX vision** through full production cycle of Ticket to Ride. Voted best overall digital board game of 2024 by Tech Radar.
- Managed team of 5 UI/UX Artists incl recruitment, onboarding, team career progression and training at **full retainment rate**.
- Developed UX** flows, wireframes and prototypes according to user research, game vision and stakeholder expectation.
- Shaped original UI concept**, art, design system and animation based on competitive and innovative standards.
- Unity UI implementation and animation with **systematic, responsive** approaches.
- UI/UX Project and Risk Management**, Project Time Estimation, Team Delegation.

UI/UX Artist April 2022 - January 2023

- Primary game UI/UX artist for the studio's **Monopoly** game projects.
- Redesigned UI/UX of mobile Monopoly's front end which resulted in **increase of IAP sales** and improved user experience based on reviews.
- Developed comprehensive in app marketing and sales **UX system** which was implemented into the studio's other games.
- Developed UX** flows, wireframes and prototypes according to user research.
- Refined** and added to existing **UI style guide** and animation based on competitive and innovative standards.
- Unity UI implementation and animation with long term **sustainable and responsive** goals.
- Recruitment, onboarding and training.

KEY SKILLS

User Interface Art & Design

User Experience Design

Wireframing, Flow & Prototyping

User Research & Journey

Unity UI Implementation

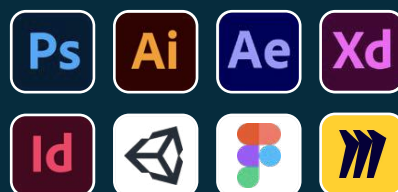
Digital & Vector Illustration

Graphic & Web Design

2D & UI Animation

TECHNICAL SKILLS

Adobe Photoshop, Illustrator, Indesign, After Effects, XD, Unity UI, Figma and Miro.



INTERPERSONAL SKILLS

Project Leadership

Team Management & Leadership

UI/UX Production & Risk Management

Recruitment, Onboarding & Training

Creative Problem Solving

Written & Verbal Communication



EXPERIENCE

Mrs Wordsmith *August 2019 - April 2022*

Designer *June 2021 - April 2022*

- **UI/UX Design Lead** for the company's websites including overseeing team training and development implementation.
- Drove the 2021 **website revamp** to optimise user experience, technical practice and visual design.
- Created **original UI** design system and style guide in relation to quantitative and qualitative data.
- **Developed UX** flows, wireframes and prototypes.
- **Design and co-art** directed experimental ecommerce project.
- Generated multiple original visual **design concepts** for products, business development, marketing and web.
- Optimised and introduced internal user experience design **workflow**.

Junior Designer *February 2020 - May 2021*

- **Ownership** of the company's website UI/UX redesign.
- Conceptualised templates for the company's print at home worksheets product line.
- **Managed** and **trained** three design team members.
- **Project Manager** and **Design Lead** for the print at home worksheets range project.
- **Brand ambassador** between the HQ office and Danish mobile game team.

Design Intern *August 2019 - January 2020*

- Developed original designs for promotional campaigns, print products, social media and customer emails.
- **Collaborated** across multiple teams such as copywriters, marketing, artists, business and game development.

Freelance Illustrator & Graphic Designer

June 2017 - Present

- Proven skillsets in digital illustration, visual concept development, print product illustration and design, brand design, logo design, packaging design, book cover art and autonomous project management.
- Illustrated and designed numerous projects of high **commercial value**.
- Proven talent for bringing character driven universes for books and games to life.
- Applied appropriate illustration and/or design style choices according to the **concept** or **business vision**.
- Prepared final artwork to **pixel perfection** for handover to print production, websites, t-shirts and even a tuk tuk!



EDUCATION

BA (Hons) Illustration

Middlesex University, London, United Kingdom

2016 - 2019

STX College Degree, A-levels in Physics, Mathematics & Chemistry

Aarhus Katedralskole, Aarhus, Denmark

2012 - 2015

★ AWARDS



2020

Most Creative Problem Solver

Mrs Wordsmith People's Choice Awards



2019

Fastest Learner

Mrs Wordsmith People's Choice Awards

SOCIALS



Website

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CONTACT



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