PICPHIC DESIGN

Toronto, ON

picphic@gmail.com
office

A team-oriented Interface designer, Illustrator and animator with over 20 years of experience in major gaming companies, including Electronic Arts and Ubisoft Vancouver and Toronto. Proven ability to consistently create original UI designs, vibrant marketing brands, and animations for a diverse range of games, ensuring the highest possible quality. Also demonstrated a strong working knowledge of Photoshop, Illustrator and After Effects complemented by a creative art background and a passion for layout, composition and photography.

Experience

Art director / designer / mograph artist / sound - video editor

Toronto, ON
Dec 2025 - May 2026

The University of Toronto | CREFO – Educational Animated Short Films

2025–2026 - Produced, designed, animated, and delivered six educational short films for the CREFO team over a six-month period. The films were created to engage and inspire young people to pursue careers in teaching in Ontario while communicating key educational concepts in a clear and accessible manner.

Key Responsibilities:

Participated in French-language meetings to understand project goals, educational content, and target audiences.
Developed creative concepts, visual storytelling approaches, and storyboards.
Designed characters, environments, color palettes, and overall visual style.
Created style frames and presentation materials for client review and approval.
Animated scenes to align with scripts, narrative pacing, and educational objectives.
Edited each film, integrated visual effects, motion graphics, sounds and voice-over recordings.
Rendered and delivered final assets for online publication and distribution.

Collaboration & Communication:

Maintained strong client relationships through regular communication and iterative feedback.
Utilized Slack and Miro to manage reviews, revisions, and project coordination.
Worked closely with stakeholders throughout the production process to ensure creative alignment and successful project delivery.

Concept Graphical Designer

Ubisoft Toronto

Toronto, ON
Mar 2012 - Present

2012 - Reporting to the Lead presentation artist and creative director, providing concept presentations and animations to support the studio's first console game: Splinter Cell Blacklist.

2013 - Concepting static UI elements for the next instalment of Assassin's Creed in Montreal and Toronto with the Front-End art team.
- Designing in-house stationary for Ubisoft Toronto including posters, banners and logos.

2014 - Designing all internal posters and stationary for the Communications team.

2016 - Working with the Presentation Director of Watch Dogs Legion, responsible for high-level look & feel designs for UI style guides, menu screens, iconography, loading screens and animation throughout the game. I was also involved in creating assets for the Marketing team including the WD Legion logo, the Legion of the Dead logo and many online / social animated screens.

2021 - Working with the Junction Cinematic Team as a centralized entity. Tasks include helping The Division 2, Assassin Creed Infinite and Far Cry 6.

2021 / 2022 - Mentoring Junior designers on Ubi culture, graphic/motion design chats, sharing personal work and giving constructive feedback.

2023 / 2024 - Building an online Junction Branding package including logos, AI renders, PPTs, presentations and videos. Communicating and fostering collaboration with growth to enhance the brand.
- Helping teams such as Far Cry and Assassin's Creed on design and motion work for presentations and General Assemblies.
- Learning to master new AI tools including Imaginarium and Vizcom.

2024 / 2025 - Stepping into a concept art role for props and locations on a popular IP has been an exciting challenge, especially with the integration of Gen AI into my workflow. This includes generating concepts from prompts, enhancing drawings with AI assistance, and leveraging AI-driven manipulations using photography. Adapting to this new

approach has allowed me to create faster, high-quality previs concepts while pushing creative boundaries and reaching new artistic heights. Reduced mock-up turnaround time by 75% through AI integration, accelerating the concept-to-final design workflow. What once took three days—from initial prompt or sketch to polished artwork—can now be completed in just one.

Senior UI Interface Designer

Ubisoft Vancouver

Vancouver, BC
Jun 2006 - Jan 2012

Reporting to the Lead Front-End artist and Art Director, provided concept presentations, animations and inspirations to support the casual and social studio online games and consoles.
• Involved in both concept and production cycles, helped define the artistic style for Pure Football, Office & Co. on Facebook and MotionSports Adrenaline.
• Mentoring and assistance to junior graphic designers.
• Developed and created multiple corporate promotional material consistent with the company's high-end image.

UI Interface - Graphic Designer

Electronic Arts Inc. Canada

Burnaby, BC
Apr 2002 - Jun 2006

Reporting to art directors and producers, provided concepts and animations to define a visual design language throughout several game cycles.

• Involved in both concept and production, developed several front-end looks and concepts for MVP Baseball 03-04, NBA Live, NBA Street, NHL 05-06, Fifa 05, Fifa Street, March Madness, Marvel Nemesis, SSX 3 & 4 and Fight Night 04.
• As a member of the concept art department, produced quality icons, logos and animations to assist different teams, including Need for Speed, MBX, Def Jam Vendetta, Repo Man and Concrete.

Illustrator/Designer

Picphic Books

Toronto, ON
May 2012 - May 2018

Co-Founder of Picphic books.
Writing and illustration of storybooks.
• Featured on Krop.com - An inspiring peek at a few of the finest portfolio pieces.
• Publication of a children's book: Silent Words - Evolvedpub.com publisher and editor.
• Silent Words wins the gold "Mom's Choice Awards" - momschoiceawards.com

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UI Interface - Graphic Designer

CYOP Systems

Vancouver, BC
Sep 2000 - Apr 2002

Reporting to owners and producers, provided concept presentations, animation to support the studio game in development and the company's visual identity.

• Involved in both concept and production cycles, developed a Front-end look for the Urban Mercenary FPS demo, a visual treatment for the Bingo.com site as well as publicity and corporate stationary.

Contractual GraphicDesigner

Industrial Velvet, Inc.

Vancouver, BC
Jun 2000 - Apr 2002

Developed a concept look for the "DARK ANGEL" TV series' website, overseen by James Cameron. The site won three web awards.

Graphic Designer

Omicron Technologies

Burnaby, BC
Nov 1999 - Jun 2000

Developed graphic concepts for online casinos and supervised the design department.

Graphic Designer - Comic Book Artist - Filmmaker

Vancouver, BC
Feb 1996 - Nov 1999

Starnet Communications International

Reporting to the lead artist, provided graphic concepts for online casino game sites, created short movies and a graphic novel published by Fantagraphics Books.

Contractual Comic Book Artist

Vancouver, BC
Sep 1990 - Dec 1996

Fantagraphics Books

Produced eight single comic issues and one graphic novelization under Fantagraphic's umbrella company, located in Seattle, WA.

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