

SHUBHAM KATIYAR

DESIGNER, GRAPHIC ARTIST

PORTFOLIO - <https://www.shubhamkatiyar-portfolio.com/>

OBJECTIVE

Passionate Designer and Graphic Artist with potential industry experience; open for new opportunities to contribute towards creating innovative, creative and engaging experiences.

EDUCATION

Birmingham City University
Bachelor of Science (Hons) -2019

ICAT Design and Media College
Bachelor of Science -2019
- Interactive Media
'Game Design and Development'
(As a Dual Degree Program)

Ojaswini Excellence School
Higher Secondary School (10+2)
- Science (M.P. Board)

St. John's School
Secondary School (10)
- CBSE Board

SKILLS

- Graphic Design
- 2D Art
- Intuitive UI and UX Design
- Level Design
- Asset Design
- Typography
- Illustration
- Infographics
- Game Balancing
- Rational Game Design
- Game Mechanics

CORE

- Design Documents
- Wire-frame and Mock-up Design
- Documented Design Research
- Storyboards
- Branding and AD Design
- Design Presentations
- Play-test Conducting and Iteration
- Scripting / Implementation

TOOLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe Premiere Pro
- Adobe InDesign
- Adobe XD
- Google Workspace
- Microsoft Office
- Audacity
- Storyboard Pro
- Figma

GAME ENGINES

- Game Maker Studio
- Unity
- Unreal Engine

SCRIPTING / LANGUAGES

- GML - Game Maker Language (Intermediate)
- C# (Basic)
- Unreal Blueprints Visual Scripting (Basic)
- HTML (Basic)

CAN SPEAK

English
Professional Working Proficiency

Hindi
Native or Bilingual Proficiency

CERTIFICATIONS

Foundations of UX Design - Google

Lean Digital - Green Belt

Lean Digital - Trained and Tested

VR Program - Facebook and SV.CO

CONTACT

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 Noida, India

WORK EXPERIENCE

GameAshlar

Surat, Gujrat [Full-time]

Designer

(January 2024 – February 2025)

1. Played a key role in developing and refining game content by translating design concepts into actionable tasks aligned with game mechanics collaborating with diverse professionals.
2. Proposed and iterated on new mock features, filtering game mechanics and systems based on feedback and testing results to enhance gameplay.
3. Focused on balancing game systems, including difficulty levels, to maintain player engagement and minimize frustration.
4. Contributed to refining the user interface (UI) and user experience (UX), ensuring alignment with the game's overall aesthetic and intuitiveness.
5. Gathered player feedback through playtesting sessions, identifying areas for improvement, and making adjustments to enhance the player experience.
6. Maintained comprehensive documentation of design processes and systems to ensure clarity for the team.

Genpact

Noida, Uttar Pradesh [Full-time]

Graphic Designer

(October 2022 – December 2023)

Worked as a Senior Designer to support business needs for the US client. As a pilot batch holding responsibilities such as creating SOPs, SLAs, QnA, KT, client meetings to establish the process under design requirements.

I worked on the Adobe Suite in real time with my team to create designs for a Real Estate giant that were required for Prints including Flyer, Post Card, Bill Board, Booklet, One sheet, Business Card etc. Also for Digital that included mailers, posts, story, layout etc. Creating Logos and Assets was another primary task.

BYJU'S

Bangalore, Karnataka [Full-time]

- Senior Art Associate
(July 2021 – June 2022)
- Art Associate
(September 2020 – July 2021)
- Art Trainee
(July 2020 – September 2020)

1. Worked in pre-production for various E-Learning Products in the BYJU'S product cycle.
2. Creating UI, Layouts, and Rough Interface Design with the guidelines already provided in the script.
3. Creating storyboards appropriately with the scripts provided.
4. Assigning the tasks to the team and managing the tracker sheet.
5. Creating assets for the various products as per the requirement and maintaining the asset list.
6. Coordinating the team with the other teams for smooth delivery and corrections required; like with the Content team or the UI/UX team.
7. Delivering the finished tasks of the team to the Delivery and Production Team.

School of Innovation India from Facebook and 'SV.CO'

Internship (August 2018 - January 2019)

The program under the 'School of Innovation India from Facebook' in collaboration with 'SV.CO' is focused on VR as an emerging technology area. It's 6 months trainee program where 10 selected teams from all across India gain key skills required to build a world-class VR product with pioneering mentors in the industry. At the end of the program, teams get an opportunity to showcase their product to the Facebook and Industry panel.

Worked for core design, 2D art, research and audio files over a Virtual Reality Game project on 'Oculus GO' platform.