

Awais Maqsood

UI Designer/Artist

Location: Stockholm, Sweden

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UI Designer / UI Artist with 10+ years of experience in the video game industry, specializing in UI/UX design, UI art, and in-engine implementation for mobile and live games. Proven track record of delivering scalable, consistent UI systems through close collaboration with UX, design, engineering, and production teams.

Work Experience

King - UI Designer(Candy Crush Saga) Stockholm, Sweden (12/2022 – Present)

- Designed and delivered UI for live game features from early UX exploration through production, release, and post-launch iteration.
- Collaborated closely with UX, game design, art, engineering, QA, and production to ensure features met product, technical, and quality requirements.
- Owned UI art direction and implementation, maintaining visual consistency, responsiveness, and performance across features.
- Implemented UI directly in the game engine, working with engineers to optimize layouts, flows, and overall player experience.
- Contributed to UI craft initiatives to raise visual quality and consistency across the game.

Big Immersive - Sr. UI Artist Lahore, Pakistan (09/2016 – 11/2022)

- Led UI design, wireframing, and prototyping across multiple projects, including video games, web, and mobile applications.
- Acted as a bridge between UI design and development teams, ensuring smooth implementation and technical feasibility.
- Integrated UI into Unity and Unreal Engine and contributed to 2D compositions, marketing assets, and rendering pipelines.

Galassia Studios - CG Artist Lahore, Pakistan (12/2015 – 08/2016)

- Designed UI for in-house mobile games and contributed to post-production and level design.

Regexsoft - CG Artist Lahore, Pakistan (11/2014 – 09/2015)

- Created UI, marketing artwork, and in-game 2D assets for mobile titles.

Ajwa Technologies - 2D & 3D Artist Lahore, Pakistan (03/2014 – 08/2014)

- Designed UI and visual assets for mobile games and marketing content.

Skills

- UI/UX: UI Design, UX Design, UI Art, Wireframing, Prototyping
- Games: Mobile & Live Games, UI Implementation, 2D/3D Assets, Post-Production
- Web: HTML, CSS
- Documentation: Design Specs, Presentations

Tools

Figma, Photoshop, Illustrator, After Effects, Premiere Pro, Unity, Unreal Engine, Blender, 3ds Max, Substance Painter, Marmoset Toolbag, Keyshot

Education

- Bachelor of Electronics Engineering, NUST, Islamabad (2008–2012)
- UI/UX Design Specialization, California Institute of the Arts (Coursera, 2018)
- Web Design for Everybody, University of Michigan (Coursera, 2018)