

Artem Prokofiev

Senior UI/UX Designer · Product Design Lead · Art Lead

Spain · Portfolio: [behance.net/prokofiev](https://www.behance.net/prokofiev) · Education: Master's Degree in Graphic Design · English: Upper-intermediate

PROFESSIONAL SUMMARY

Senior UI/UX Designer with over 15 years of commercial experience in the gaming industry as a UI/UX Designer, UI Artist, and Art Lead, with experience across approximately 50 mobile games. Strong hands-on mobile game UI/UX expertise covering end-to-end design — from user flows, UX architecture, wireframes, and prototyping to high-fidelity UI, UI art, Design Systems, and developer handoff.

Designed complex mobile game interfaces, HUDs, onboarding, progression and monetization systems, user journeys, and interaction patterns. Experience includes full UI redesigns, UI design from concept to launch, usability improvements, and scalable Design Systems. Led the full UI redesign of a mobile game with 600M+ downloads, improving usability and visual consistency.

Combines UX and product thinking with a strong visual UI background, including UI Art, Design Direction, Art Direction, and gamification. Worked closely with Product Managers, Game Designers, Producers, Art Directors, Engineering, and Research. Led and mentored design teams of up to 5 designers, conducting design reviews and maintaining design quality standards. Hands-on experience also includes Unity, Unreal Engine, 3D, and AI-assisted design workflows.

PROFESSIONAL SKILLS

- **Design & Prototyping:** Figma, Advanced Prototyping & Design Systems, Adobe Photoshop, Illustrator & Blender 3D
- **Product Design:** End-to-End Product Design (Discovery → Delivery), UX Flows, Wireframes & User Journey Mapping, Product Strategy, Gamification & Engagement Design
- **AI & Visual Workflows:** AI-assisted design workflows (Claude Code, GenAI), concept art, digital painting, iconography, and 3D graphics
- **Leadership:** Team Leadership, Design Direction & Mentoring, Cross-functional Collaboration & Developer Handoff

SELECTED PROJECT EXPERIENCE

Product Design Lead | Art Lead | UI/UX Consultant

February 2026 – Present

Project: A console RPG currently in production, alongside international game and digital product projects covering UX/UI design and UI art direction.

- Provided senior UI/UX and Design Direction consulting for game studios and digital products, from early product strategy and UX architecture through polished visual design and implementation support.
- Designed complex game interfaces, HUDs, progression systems, monetization features, user flows, and scalable design systems.
- Established visual direction and UI art style, ensuring consistency across products, features, and game assets.
- Led and mentored UI/UX designers and artists, providing art direction, reviews, feedback, and production guidance.
- Built scalable Figma component libraries, design tokens, documentation, and efficient designer-to-developer workflows.
- Worked directly with founders, product leads, game designers, artists, and engineers to turn product requirements into production-ready experiences.
- Integrated AI-assisted workflows, 3D, Unity, and Unreal into the design process to accelerate exploration and production.
- Managed multiple international client projects while maintaining hands-on involvement in UX, UI design, visual development, and delivery.

Environment: UX Structure & Interaction Design, Design Direction & Art Direction, Product & System Thinking, Design System Architecture (Figma), Game Art, User Interface Design, Product Design, Game UX, Unity, Unreal Engine 4, Prototyping, Generative AI

Principal UX/UI Designer

January 2024 – February 2026

Project: Released game-based EdTech products for mobile and desktop, including a large-scale LiveOps product with millions of players and a new product developed from concept to release.

- Led platform-level UI/UX transformation across a large-scale multi-product learning ecosystem, owning visual language, design systems, and experience strategy end-to-end.
- Led end-to-end Product Design for a flagship learning product within a large-scale game-based EdTech ecosystem.
- Redesigned HUD navigation architecture, reducing key feature access time from ~42s to ~5s, cutting navigation steps from 6 to 3, and improving purchase success rate from 25% to 70%.
- Established a semantic color system and foundational component library adopted across 5 independent product teams — reducing design-to-development friction and increasing feature delivery speed.
- Acted as strategic design partner to Art Director, CEO, Product, and Engineering — translating business and learning objectives into scalable, player-centered solutions.
- Partnered with Product, Engineering, Research, and Leadership from concept through launch.
- Led UX direction for new features and FTUEs within a complex live game ecosystem, balancing brand consistency, usability, and technical constraints.
- Drove continuous UI/UX improvement through player research, usability testing with 18 players across 8 task scenarios, and iterative product feedback loops.
- Validated designs through rapid prototyping, user testing, and data-driven iteration.

Environment: Navigation Architecture, Design Systems, Monetization UX, Usability Research, Component Library Design, Information Architecture, Product Strategy, Cross-functional Collaboration, EdTech, Visual Hierarchy, Accessibility (WCAG)

Art Team Lead | UX/UI Design Lead

January 2021 – April 2024

Project: Two mid-core collectible card game MVPs for iOS and Android, developed from early concept to MVP stage.

- Owned UI/UX vision and quality for the product, leading interface and experience decisions within a fast-paced live game environment.
- Owned end-to-end UX/UI design for two mid-core mobile games, from user flows and wireframes to high-fidelity UI and developer handoff.
- Designed core user journeys, onboarding, progression systems, HUDs, and interaction patterns to improve usability and engagement.
- Drove UI/UX consistency, usability, and visual quality across multiple features and initiatives, ensuring scalable and maintainable solutions.
- Built scalable Design Systems with reusable components and documentation, improving design consistency and development efficiency.
- Established and evolved UI standards, visual guidelines, and best practices to support long-term product growth and team efficiency.
- Acted as a key design partner to Product Managers, Game Designers, and Engineering, translating gameplay and business goals into clear, player-centric experiences.
- Led and mentored a multidisciplinary team of 5 designers, driving hiring, design reviews, quality standards, and cross-functional collaboration.
- Led UI reviews and approvals, maintaining a high bar for artistic and functional quality across the product.
- Mentored designers and artists, supporting professional growth while aligning team output with product priorities and timelines.

Environment: Gamification Systems, Art Team Lead, UI Concept Art, User Experience (UX), Experience Strategy, Adobe Photoshop, Jira, GUI Design, Lead UX/UI Design, Design Direction, Adobe Illustrator, Blender, Business English, Management

Lead UI/UX Artist

July 2015 – February 2021

Project: Several released F2P casual mobile games for iOS and Android, including Match-3 and Solitaire titles, spanning both LiveOps products and a new game developed from concept through release.

- Designed high-quality, user-friendly interfaces for top-performing Match-3 mobile games in close collaboration with Producers and Art Directors.
- Led the full UI redesign of a mobile game with 600M+ downloads, improving usability and visual consistency across a top-performing mobile title.
- Developed the complete UI design for a mobile Solitaire title, defining the visual language from concept to release.

- Built the Design System and visual style for the title from scratch, owning the UI from concept to launch.
- Contributed to creative and visual research, exploring innovative UI solutions for new titles in collaboration with Producers and the Art Director.
- Led a team of up to 4 UI Designers, driving design quality, reviews, and mentoring.
- Partnered with Product, Game Design, and Engineering to deliver new game features and experiences.
- Collaborated with cross-functional core teams to enhance player experience through engaging, intuitive, and visually polished UI designs.

Environment: Gamification Systems, UI Concept Art, Adobe Photoshop, Lead UI Art, Lead UI, GUI Design, Blender, Game UI, Management

User Interface Artist

August 2013 – August 2015

Project: Around 30–40 hyper-casual mini-games and 5–10 mid-sized casual games for mobile and desktop, covering UX/UI Design and Art Direction.

- Designed user interfaces for engaging mobile and desktop mini-games, enhancing player experience.
- Created distinctive logos for various games, contributing to brand identity.
- Collaborated closely with the Art Director, game designers, and developers to ensure cohesive design vision.

Environment: Gamification Systems, Game Logo Design, GUI Design, UI Art, 2D Art, Design Direction

Web Designer

March 2011 – March 2012

Project: Web and mobile application interfaces with visual design for gaming platforms.

- Designed engaging website and mobile application interfaces, enhancing user experience across platforms.
- Created visually appealing icons for various gaming platforms, contributing to brand identity.
- Collaborated with project managers and fellow designers to develop character and location designs, improving overall graphic interfaces.
- Worked at a digital product startup, contributing to web, mobile, and game-related design projects.

Environment: Gamification Systems, UI Concept Art, Mobile Application Design, Web Design, Adobe InDesign, Adobe Photoshop, GUI Design, 2D Art, Mobile Game Design, Adobe Illustrator

Web Designer

January 2009 – February 2011

Project: Web Design & Corporate Identity.

- Created logos, corporate styles, and identities for diverse clients with support from the studio Design Lead.
- Drove web design projects in collaboration with the studio Design Lead.
- Developed a variety of print materials and executed detailed photo corrections, showcasing design versatility.

Environment: Web Design, User Experience (UX), Experience Strategy, GUI Design, UX Design, Corporate Identity, Logo Design, Adobe Photoshop, Adobe Illustrator