

# Adam Buchanan

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Current role	Senior Digital Artist at Soul Assembly and Freelance Graphic & Motion Designer at Freelance
Experience	Gaming, Mobile
Technologies	Adobe Creative Suite, Photoshop, Illustrator, Figma, Unreal Engine, After Effects, Maya, Lottie, HTML

**My biggest achievement is...**  
...building, creating, branding, managing, and then selling  
the rights to a national event focused on second-hand  
video games – the Video Game Market

## Work experience

Senior Digital Artist, Soul Assembly 🏢 Mar 2024 – Present (1m)

Freelance Graphic & Motion Designer, Freelance 🏢 Jan 2008 – Present (16y 2m)

Senior Digital Marketing Creative, Netspeak Games 🏢 Apr 2023 – Mar 2024 (11m)

Mobile Game  
Gaming · Mobile

Adobe Creative Suite Photoshop Illustrator Figma Unreal Engine After Effects Maya

- Created visually striking advertisements for diverse networks, supporting the target of increased click-through and install rates.
- Utilized motion graphics and static design to enhance existing creative, leading to targeted testing and optimization of ad performance.
- Provided design and marketing support across various channels, including app store assets/icons, social media, presentations, print materials, and ad hoc animation projects (including in-game 2D sprites using Spine).
- Developed a cohesive visual identity for the brand and games on social media, utilizing user-friendly toolkits and templates.
- Working in tandem with content creators to provide branded assets, video overlays, and custom artwork, all with the aim of supporting their output while keeping it on-brand.
- Optimised and maintained the game's visual presence on the Google Play Store, Apple App Store, and Steam through monthly icon designs, event cards to promote season passes, and regular refreshes of A/B tested screenshots to lure in new players.

Head of Motion, Engage Interactive 🏢 Mar 2020 – Apr 2023 (3y 1m)

Photoshop Illustrator Figma Lottie After Effects

- Leading and creating high-end animation projects, social media video content, HTML-ready Lottie animations, expression/scripted movement, Instagram stickers/GIFs and explainer videos.
- Line-management, support, inspiring and motivating individuals of the design team.

- Tutoring & mentoring team members in After Effects, animation principles, design theory, and video best practices. Ensuring my own work is easy to understand and learn from.
- Being a company-wide point of call for design/video enquiries, resourcing, scheduling, forecasting and budgeting. Working in an agile way to ensure resource is being managed effectively.
- Guiding the design/animation team day-to-day through packages such as Xero, Asana, Resource Guru, Harvest, Bob, and the Google Suite of software.
- Continuously seeking and implementing new animation strategies, software packages and upcoming digital technologies to better the business's creative output across all mediums.

### Senior Designer, Engage Interactive

Apr 2014 – Mar 2020 (5y 11m)

Photoshop   Illustrator   After Effects

- Took a lead on designing interactive content, gamification projects, and video content. Working as a contact point across teams to ensure designs were implemented correctly.
- Helped to establish, grow and maintain the new video side of the business, allowing the company to seek further animation work.
- Tutored interns and junior team members through the Adobe Creative Suite.

### Designer, Engage Interactive

Apr 2013 – Apr 2014 (1y)

HTML   Photoshop   Illustrator

- Created campaign websites, social media content, email marketing
- Designed an award winning application for creating your very own Mr Men family
- Was quickly promoted following success early on in the role

### Designer, Numiko

Aug 2008 – Apr 2013 (4y 8m)

### Volunteer, Mind

Feb 2008 – Jul 2008 (5m)

## Education


### Leeds College of Art & Design

Higher National Diploma (Pass) Multimedia

## Snippets

**Portfolio**  [www.adambuchanan.me](http://www.adambuchanan.me)

My design & animation portfolio showcasing my expansive skillset

**Showreel**  [vimeo.com](http://vimeo.com)

A recent showreel of my animation and video work

### **I'm a qualified Mental Health First Aider**

I've completed a Mental Health First Aid course to better help my peers and those around me, through signposting and providing a non-judgemental ear to anyone in need.

FAA LEVEL 2 AWARD IN FIRST AID FOR MENTAL HEALTH (RQF)

Qualification Code 603/3769/2 Credit Value 1

## **More about me**

### **My biggest achievement is...**

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### **Interests**

Football (watching & playing), classic video games, bouldering, mountain biking, guitars, Pokemon cards, manga, 3d printing.