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**Objective** Seasoned creative looking to further my own skill sets and empower both teammates and clients, in order to craft the best experience for a range of multimedia platforms.

**Specialties**

- Management of interdisciplinary teams using Agile (Scrum) and Waterfall methodologies for a range of team sizes.
- Development experience on desktop, VR, mobile, tablet and web platforms.
- Prototyping and mock-ups through InVision, Adobe XD, Adobe Animate, paper & pencil, whiteboarding and craft workshops.
- Visual design and asset creation within Illustrator, InDesign and Photoshop.
- Implementation of assets and code with Unity, Xamarin Forms, Dreamweaver, CSS and HTML.
- Data analysis through playtesting, focus testing, and aggregation of form responses.
- Curriculum development for on-site and remote learning, ranging from individual to studio based courses.

Schell Games, LLC  
Pittsburgh, PA  
1/2005 - Present

Undisclosed Project Title, UX Director  
Oculus VR / Gear VR

Defining new user experience conventions through open world VR exploration. Creating sensory conventions that will be applied to a variety of tutorial onboarding moments and three dimensional puzzles. Working to ensure that these conventions communicate a consistent experience language for guests of all ages, all while complementing a well established brand identity. Set up regular playtesting sessions, and delegated feedback tasks to appropriate interdisciplinary team members. Further technical exploration is being explored to understand the different platforms and usability constraints, from desktop to mobile hardware. More specifically, how can we bring a parallel experience to different demographics.

Pittsburgh Zoo & PG Aquarium, UX Director / Art Director  
Android Phone / iPhone

Worked with the Pittsburgh Zoo to create a mobile experience to help guests make the most of their Zoo visits, and reveal the many layers of outreach that the Zoo embarks on. Facilitated guest research to create demographic profiles and personas through forms and gathering analytic data. Guided a team of 12 people from paper and pencil prototypes to interactive InVision prototypes, to final development in Xamarin Forms. Collaboratively created styles guide to define a clear, simple aesthetic and UI language to be used by the Zoo's marketing department to reboot their brand. The Android and iOS apps, website and social media campaign, were all launched within weeks of each other.

UPMC Breathe, UX Director  
Android Phone / iPhone

Worked with UPMC to revive their *Less Stress* educational modules to a modern app experience. Referencing UPMC's analytic and demographic data, we defined a core audience. We worked to explore a variety of ways to engage guests through a range of micro game interactions, chat modules, and data visualizations. With appreciation of many modern betterment and educational apps, we layered several experiences over a framework of tailored content that appears at meaningful moments. Conversation was facilitated for the next phase of the project, relating to increasing the list of modules to include weight loss, tobacco free and depression.

The World of Lexica Year 2, Project UX Director  
Android Tablet / iPad

Redirected the navigation and quest systems to help the guest maneuver the game world and it's different educational objectives. Engineered a material and animation language, that was implemented throughout the experience. From onboarding tutorial systems to map notifications, I guided the team to simplify and cut unnecessary scope. This allowed us to make the experience as streamlined as possible based on lessons learned from the year 1 approach.

<p>Schell Games, LLC Pittsburgh, PA 1/2005 - Present</p>	<p>The World of Lexica Year 1, Embedded Games UI Lead Android Tablet / iPad</p> <p>Coordinated the UX pipeline, as well as asset creation for the micro-game division of a larger project. I led art and UX through cycles of wireframing, concept iteration, final art and QA all within numerous three month spans for each micro-game. Developed physical UI language which was used to bridge all games together. The experience was inspired by several literature based themes, contained in a tablet-based action RPG with episodic content. It featured a book-centric world and characters that engaged players in both reading and writing over 6th, 7th, &amp; 8th grade.</p> <p>Tunnel Tail, Art Director iPhone / iPad</p> <p>Coordinated both in-house and outsourced team members to develop character, environment and UI direction, for a completely free mobile game themed around drug resistance education. Prepared materials and structure for external playtesting of 10-13 year old boys and girls. Managed assets for a large multimedia campaign, and summer-long, coast-to-coast mall tour.</p> <p>Race for the Beach, User Experience Lead Theme Park Installation</p> <p>Collaborated with Sea World to develop a standalone installation, framed as an educational experience around turtle migration. Delivered onboarding, level progression, and result screens. Helped conduct playtests which would later redirect the project to have more engaging visuals. Developed an animation system to better engage the guest with their game status. Generated final art for all in-game UI assets.</p>
<p>The Art Institutes Pittsburgh, PA 1/2005 - 12/2016</p>	<p>Game Art &amp; Design / Web Design &amp; Interactive Media Programs, Instructor Campus &amp; Online Divisions</p> <p>Guided students from core courses to studio environments for seniors. Responsible for teaching key elements within the games and interactive media industries. Overhauled several assessment processes including the <i>Definition of Specialization</i> document for upcoming graduates, as well the <i>3rd, 6th, &amp; 9th Quarter Specialized Review</i> process. Extended many of the project management courses beyond traditional waterfall methodologies and introduced scrum production practices.</p>
<p>Pittsburgh IGDA 6/2013 - Present</p>	<p>PIGDA Board of Directors, Marketing Manager Pittsburgh Chapter of the IGDA (International Game Developers Association)</p> <p>Collaborating with a board of six members to rebrand the Pittsburgh Chapter. Working to visualize historic data through an updated year-in-review processes. Targeted many key opportunities for ongoing stability and potential growth for which the organization could pivot to support. I have since then worked on these efforts through marketing materials such as game jams, federal and local grant awareness, and other regular community events.</p>
<p>Electronic Arts Redwood Shores, CA 6/2003 - 12/2004</p>	<p>Battlefield Franchise, Additional Artist PC Title</p> <p>Charged with creation of visual mockups for game flows, preliminary exploration of UI mockups, page layouts for both print and web publishing. Prepared 2D and 3D art assets for EA Partner's communications with DICE (Digital Illusions) on <i>Battlefield 1942</i>, <i>Battlefield Vietnam</i>, <i>Battlefield 2</i>, other tentative titles and expansion packs.</p>
<p>Education</p>	<p>Carnegie Mellon University M.E.T. in Entertainment Technology, class of 2004 Carnegie Mellon University B.F.A. in Industrial Design, Product Design and Human Factors, class of 2002 Carnegie Mellon University Courses taken equivalent to Associates in Communication Design Pittsburgh Filmmakers Certificate of Photography, in Black &amp; White Photography, class of 2002</p>