

DAVID MISSAL

GAME ARTIST | UI/UX DESIGNER | ART DIRECTOR

Toronto, Ontario, Canada

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PROFESSIONAL SUMMARY

Game Artist, UI/UX Designer, and Art Director with 8+ years of experience creating game visuals from early concept through production and release. Experienced across 2D game art, UI/UX, pixel art, animation, visual development, and Unity implementation. Comfortable both creating production-ready artwork hands-on and establishing visual direction, workflows, and standards for art teams. Experienced collaborating closely with artists, designers, engineers, and producers across remote and international productions.

CORE SKILLS

Art Direction & Visual Development
Game UI/UX Design
2D Game Art & Illustration
Pixel Art & Animation
Character & Environment Art
Visual Systems & UI Art
Iconography & Visual Communication
Motion, Animation & Visual Feedback
Unity UI & Asset Implementation
Visual Style Development & Prototyping
Art Pipelines & Production Workflows
Team Leadership & Mentorship

TOOLS

Adobe Photoshop • Figma • Aseprite • Unity • Adobe Illustrator • Procreate

PROFESSIONAL EXPERIENCE

ART DIRECTOR / UI/UX DESIGNER

Castle of Blackwater | 2022 – 2026

- Led UI/UX and visual development from early production through commercial PC release, maintaining a cohesive visual direction across gameplay, UI, environments, and player-facing systems.
- Designed and created menus, HUDs, progression systems, customization, rewards, maps, icons, illustrations, settings, and other gameplay assets.
- Created and implemented production-ready UI and 2D assets directly in Unity, including animation, interaction states, and visual feedback.
- Established visual standards and production workflows while hiring, directing, and mentoring artists throughout production.
- Collaborated closely with designers and engineers to balance visual quality, gameplay readability, usability, and technical requirements.

ART DIRECTOR / LEAD 2D ARTIST

Pixie Interactive - Northern Guilds | 2021 – 2022

- Established the visual direction for an isometric Viking RPG across characters, environments, props, UI, animation, and gameplay assets.
- Created hands-on 2D and pixel artwork primarily in Aseprite, including characters, environments, tilesets, UI, and animation.
- Developed visual standards and scalable art-production workflows to maintain consistency as production expanded.
- Recruited, directed, and mentored artists while remaining actively involved in visual development and asset production.
- Designed and launched the project's digital-collectible funding campaign, which **raised \$2.8M USD in 43 minutes** and secured funding for full game production.

LEAD DESIGNER / ART DIRECTOR

Pixel War | 2022 – 2023

- Joined the project as its sole artist, creating new pixel-art assets while adapting to and maintaining an established visual style.
- Created gameplay, environment, combat, and UI assets while maintaining visual consistency across the project.
- Developed combat animations and visual effects within limited frame counts, emphasizing clear poses, readable action, and efficient visual feedback.

UI ARTIST / VISUAL DESIGNER

Amber Studio - Tetris Beat | 2020 – 2021

- Created UI screens, icons, illustrations, and player-facing visual assets throughout production through the game's Apple Arcade release.
- Developed visual concepts and production-ready artwork within an established visual direction, iterating based on gameplay and production feedback.
- Collaborated closely with designers and engineers to integrate and refine interface visuals throughout development.

LEAD VISUAL DESIGNER

Aave - Hodl Monkeys | 2018–2019

- Led the visual design of a gamified Web3 interactive experience, working across UI/UX, character visuals, illustration, animation, game-world design, and interaction systems.
- Designed the overall user experience and visual systems while collaborating on gameplay mechanics and broader product direction.
- Learned and used Unity to implement interactions and visual elements directly when technical resources were limited.
- Created additional illustration and visual-design work supporting Aave's web and marketing initiatives.

CO-FOUNDER / CDO & ART DIRECTOR

HEXO Consulting - Royal Holiday Adventure | 2017 – 2018

- Created the complete visual experience for a released mobile game, including characters, environments, UI/UX, gameplay assets, illustration, animation, and promotional artwork.
- Designed the game's world map and destination environments, developing distinctive visual themes and collectible landmarks for each location.
- Worked as the project's sole visual artist, taking artwork from concept through production while collaborating with an outsourced development team.
- Created the game's artwork primarily as vector assets in Adobe Illustrator for use across multiple gameplay modes and screen sizes.

ARTIST / TECHNICAL ARTIST

V2 Games - Beast Brawlers | 2016 – 2017

- Created UI/UX, UI animation, VFX, and 2D/3D game assets for a released mobile action game.
- Collaborated with a small multidisciplinary team to create and implement player-facing visuals and gameplay polish.
- Contributed to a title that reached **500K+ installs** and was nominated among **Google Play's 2017 Indie Game of the Year Top 10**.

FREELANCE DESIGNER / GAME ARTIST / UI DESIGNER / STRATEGIST

Self-Employed | 2017 – Present

- Create UI/UX, 2D artwork, illustration, animation, and visual-design work across games, apps, websites, and interactive products.
- Work independently from early concepts through production-ready assets while adapting to varied visual styles, platforms, and project requirements.

EDUCATION

- Traditional Animation and 3D Game Design - Seneca College, 2008 – 2011
- Programming for Games, Web, and App - Vancouver Film School, 2015 – 2016
- Gamification - Interaction Design Foundation, 2019