



Stefan Dinca

UI/UX Designer • Motion • Front-End
• App, Game & Web Development

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Professional Summary

UI/UX Designer with over a decade of experience bridging the gap between art and engineering within game engines. Transitioning from an Art Director role in advertising to the gaming industry in 2014, I have designed interfaces for major IPs including FIFA, Need for Speed, and F1 Clash. Experienced in shipping titles across console, PC, and mobile platforms.

Proficient across the full creative pipeline, I am deeply immersed in AI workflow automation—leveraging artificial intelligence to accelerate UX research, rapidly prototype features, run QA tests, and generate visual assets. This modern toolkit ensures a highly efficient pipeline, enabling a seamless transition from guarding initial MVP scopes through to full-scale post-launch feature development.

Core Competencies & Tools

- **AI Workflow Automation:** AI-assisted UX research, rapid feature prototyping, automated QA testing, and asset generation.
- **UI/UX Design & Prototyping:** Wireframes, flowcharts, interactive prototypes (Figma).
- **In-Engine Implementation:** UI system building, menus, HUDs, state machines, draw calls, performance optimization (Unity, Unreal Engine).
- **Visual Design:** Interface elements, icons, textures, platform-specific optimization (Photoshop, Illustrator).
- **Motion & Animation:** Responsive in-game feedback, real-time animations, motion studies (After Effects, Rive).
- **Web & Front-End:** Full-stack front-end development (HTML, CSS, JavaScript, React, Next, Node).
- **Version Control:** Cross-discipline workflow synchronization (Git, Perforce).

Professional Experience

UI Artist | Globant 2025—Present

- Designing interfaces and systems for unannounced AAA projects.
- Designed and currently maintain the project's core design system, including critical screens like the HUD and Inventory, collaborating within a 15-20 person cross-functional team.
- Authored high-fidelity motion targets for animations and screen transitions using After Effects to guide in-engine implementation.

Freelance UI Artist | Room8 2023—2024

- Handled multi-IP outsource projects for major publishers.
- Developed strategic pitch work and visual targets that successfully secured new clients.
- Single-handedly overhauled the entire UI and design system for *Redline Royale*, modernizing the visual identity for a casual mobile game audience.

UI Artist | Amber 2020—2024

- Adapted rapidly across various IPs, delivering client projects for Bandai Namco, King, and Animoca Brands.
- Delivered high-impact pitch designs that actively brought in new business and clients.
- Redesigned the complete UI and design system for *Formula E* (Web3), modernizing it to align seamlessly with the official brand aesthetic.
- Contributed to an unreleased version of *Ark: Dinosaur Battle* and designed a new live feature for King's *Candy Crush Saga*.

Freelance UI Artist | Hutch 2020—2022

- Led UI design for *F1 Clash* Live Ops.
- Designed rewarding progression systems and live-service PvP flows updated on seasonal cycles.
- Executed UI updates and seasonal designs that directly contributed to measurable increases in user retention, player engagement, and overall monetization.

UI Artist | EA Sports 2017—2020

- Crafted UI for *FIFA 18, 19, and 20* (Ultimate Team, live events, competitive modes) used by tens of millions of players across console, PC, and mobile.
- Led the LiveOps art team in delivering weekly updates for themed content, ensuring continuous, high-level player engagement.
- Revolutionized the technical asset optimization pipeline by writing and implementing Python scripts, drastically reducing processing time from 3-4 days down to just 15 minutes.
- Contributed to *Need for Speed* in-game HUD and menus.

Owner & Creator | Black Bear Games 2016—*Present*

- Developing independent board games, applications, and creative experiments.
- Secured 1st prize in three major internal game jam competitions (two at EA, one at Ubisoft) and actively participated in multiple Global Game Jams, demonstrating rapid prototyping and execution under pressure.

UX/UI Artist | Ubisoft 2016—2017

- Designed complex systems and managed console-scale UI pipelines.
- Led the UI design team in developing an unreleased sequel to a popular mobile racing game.
- Owned the end-to-end UI pipeline for the project, encompassing UX, UI, motion design, and final implementation using a proprietary game engine.

UI Artist | Ghost Games 2014—2015

- First role in the game development industry, successfully translating visual design foundations into game UI.
- Designed comprehensive visual targets for in-game maps, mobile apps, iconography, menus, and HUD features.
- Implemented UI components directly within the Frostbite engine, including crafting custom animations and transitions for UI elements.

Art Director (Advertising) | Ogilvy & Various Agencies 2007—2014

- Built strong foundations in branding, interactive media, and visual design.
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Selected Shipped Titles & Projects

Professional Game UI:

- **EA Sports / EA:** FIFA 20, FIFA 19, FIFA 18, Need for Speed
- **Hutch (Mobile):** F1 Clash
- **Ubisoft (Mobile):** Draw Race 3
- **Other IPs:** World of Outlaws (Racing), Redline Royale (Racing), ARK (Survival), Formula E (Racing)

Web & Front-End Projects:

- **TempoApp:** Full-Stack SaaS (Health Tech)
- **Capital Hub Finance:** Multi-Language Finance Platform
- **Corporate/Business Front-End:** Twist of Fate Cafe, IATP (Aviation), Red Onion Saloon, DSA Environment, ZAL Investments