

Luke Litman

Art Director · UI/UX Designer · Illustrator · 20 Years Creative + Technical

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SUMMARY

Professional artist and designer with 20 years across game, web, and app development. Career began in illustration, evolved through Art Director and Design Director roles on a \$40M+ funded game platform. Rare hybrid of high-level creative direction and deep technical execution — equally comfortable leading a design team, illustrating production assets, implementing UI systems, or writing tools to accelerate art pipelines. Strong evaluator of AI-generated visual content with daily production use of generative AI for images, video, and design.

PROFESSIONAL EXPERIENCE

Design Director / Art Director / Lead Technical Artist

INK Games · Austin, TX · 5 yrs (current, furlough)

Prize Kingdoms — Social Casino & Rewards Platform (\$40M+ Funded)

- Directed all visual design and UX from concept through live operations; scaled team from **6 to 40**
- Led design team as **Design Director** while executing hands-on as **Art Director**
- Transitioned into **Lead Technical Artist** — bridging art and engineering, UI implementation, art pipeline tooling
- Designed all UI/UX across the live platform — player-facing interfaces, monetization flows, rewards systems
- Created illustration and visual assets for marketing, in-game content, and brand identity

Design Director

CloudyShark · 5 yrs

- Oversaw visual design and UX for the team that built Prize Kingdoms, securing **\$40M+ funding**; also shipped Epic Casino, Scratchers Casino, SlotsCraft
- Established visual identity, interaction patterns, and design systems from the ground up

Founder — Artist / Designer / Developer

Metal Games Studio · Austin, TX · ~20 yrs

- One-person studio: all art, design, engineering, marketing, and print production
- Created all visual assets across multiple game titles: concept art, sprites, UI, animation, marketing materials
- Designed **metalgames.xyz** — AAA studio-style portfolio site (Next.js, cinematic design)
- Developed Metal Games brand identity: heavy metal aesthetic, tongue-in-cheek, Liquid Death energy
- AI-augmented creative workflow using Grok, Gemini, and DALL-E for concept art, sprites, and video

Freelance — Slook Design / IronReach

~10 yrs (overlapping)

- Creative and development contracts for **Dell**, **Freescale Semiconductor**, **BigCommerce** (Scriptilabs), **Houghton Mifflin Harcourt** (education)
- Full-service: design, illustration, UI/UX, web development, print

Earlier Career

- **Lavafist** (1 yr) — Game development (Slumber, Skyburn)
- **Foe Games** (1 yr) — Illustrator; first industry role, career began in illustration

CREATIVE SKILLS

ART DIRECTION

Visual identity, brand design, style guides, team creative direction

ILLUSTRATION

Digital illustration, concept art, character design, pixel art, 2D animation

UI/UX DESIGN

Game UI, web/app UX, interaction design, prototyping, wireframing

TECHNICAL ART

UI implementation, art pipeline tooling, shader work, asset optimization

GENERATIVE AI

Grok, DALL-E, Midjourney, Gemini, Stable Diffusion — production use

WEB / MOTION

React, Next.js, Tailwind, responsive design, motion graphics

SELECTED PROJECTS

Prize Kingdoms (INK Games) — Full art direction and UI/UX for \$40M+ funded platform

Art Direction · UI/UX · Illustration · Liveops · Brand Identity

Metal Games Studio Brand — Heavy metal aesthetic, logo animation, cinematic web presence

Brand Design · Motion Graphics · Web Design

World of Haze — Full art direction and asset creation for procedural exploration game

Concept Art · Environment Design · UI/UX · Technical Art

Fish Odyssey — Roguelite with AI-generated sprites and procedural visual systems

Sprite Design · AI Asset Generation · Visual Effects

EDUCATION

School of Visual Arts — Illustration & Design, 4 years

Computer Art — 2 years