

# BILLY BROWNING

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## CREATIVE DIRECTOR, ART DIRECTOR & UI/UX DESIGN LEADER

### Creative Leadership | Mobile Game Development | User Experience | Live Service Games

Collaborative, strategic Art Director with over 25 years of experience leading visual design, user experience, and production initiatives for mobile, PC, console, and MMO games. Recognized for transforming creative concepts into engaging player experiences while building high-performing teams, streamlining production pipelines, and delivering visually compelling features that align artistic excellence with business objectives. Combine expertise in art direction, UI/UX design, illustration, animation, and game production with a collaborative leadership style that brings together artists, designers, engineers, producers, and stakeholders to deliver polished, player-focused experiences. Equally effective defining visual direction, mentoring creative talent, improving workflows, and creating scalable design systems that enhance quality, efficiency, and player engagement.

#### Selected Game Titles

*Bingo Showdown* • *MONOPOLY Slots* (Mobile) • *Pirate101* (PC) • *Wizard101* (PC) • *Wizard Blax* (Mobile) • *Area 51* (PlayStation) • *Red Faction* (N-Gage) • *Anachronox* (PC) • *Daikatana* (PC) • *Dominion: Storm Over Gift 3* (PC)

#### Notable Career Highlights

- Directed multidisciplinary teams of up to 13 in-house, remote, and contract artists while delivering high-impact live-service game features from concept through launch.
- Led the visual design and user experience for over 15 major gameplay features, including **GO Pass** for *MONOPOLY Slots* and **Gold Rush, Boosters, and Task Train** for *Bingo Showdown*.
- Redesigned the creative production pipeline, reducing rework, improving collaboration, accelerating delivery, and elevating overall product quality.
- Helped establish the visual identity and user experience for *MONOPOLY Slots*, one of SciPlay's core mobile casino titles.
- Designed gameplay features that became player favorites, including **Push That Button** and **Team Challenge**.
- Contributed UI design, artwork, and visual direction for multiple successful gaming franchises spanning mobile, PC, console, and MMO platforms.

#### Areas of Expertise

Art Direction | Creative Leadership | UI Design | UX Design | User Experience Strategy | Visual Design | Mobile Game Development | Live Service Games | Game Development | Creative Direction | Feature Development | Cross-Functional Collaboration | Team Leadership | Mentoring & Coaching | Production Pipeline Optimization | Workflow Improvement | Player Experience | Interaction Design | User Flow Design | Wireframing | Interface Design | Illustration | Icon Design | Motion Graphics | Animation | Visual Storytelling | Branding | Character Art | Game Art | Asset Creation | Unity Development | Multiplayer Games | MMO Development

#### Technical Skills

Adobe Creative Cloud (Photoshop, Illustrator) | Figma | Unity | Adobe XD | 3ds Max | JIRA | Confluence | Microsoft Office Suite

## EXPERIENCE

SciPLAY, a subsidiary of LIGHT & WONDER (FORMERLY SCIENTIFIC GAMES), Austin, TX

(2016 – 2026)

### Art Director, 2022 – 2026

Directed the artistic vision, user experience, and production strategy for high-profile mobile gaming initiatives while leading multidisciplinary teams, improving creative workflows, and delivering engaging player experiences that strengthened product quality and business performance.

- Led and mentored a team of 13 in-house, remote, and contract artists and technical artists, fostering collaboration, professional development, and consistently high creative standards.
- Directed the visual design and user experience for more than 15 game features from concept through launch, including the **GO Pass** battle pass for *MONOPOLY Slots* and the **Gold Rush, Boosters, and Task Train** features for *Bingo Showdown*, which lead to increased player engagement and retention.

- Championed visual enhancements for *Bingo Showdown* that significantly elevated the game's presentation and generated consistently positive player feedback.
- Redesigned the art production pipeline for feature development and live operations, reducing rework, clarifying project requirements, accelerating delivery timelines, and improving overall visual quality.
- Partnered closely with designers, engineers, producers, and stakeholders to deliver multiple concurrent initiatives while ensuring brand consistency and exceptional user experiences across *MONOPOLY Slots* and *Bingo Showdown*.

**Senior UI/UX Designer, 2016 – 2022**

Played a key role in defining the visual identity and user experience for core mobile titles by designing intuitive interfaces, creating production-ready assets, and collaborating across disciplines to deliver engaging gameplay features.

- Helped establish the visual style and user experience for *MONOPOLY Slots*, contributing to one of SciPlay's core mobile games.
- Designed, illustrated, animated, and implemented assets for seven major gameplay features, including **Push That Button** and **Team Challenge**, both of which became player-favorite experiences.
- Produced a broad portfolio of production artwork, including 56 *MONOPOLY* tokens, 20 store themes, 13 messaging themes, 7 character portraits, promotional artwork, and feature-specific visual assets.
- Designed and implemented responsive in-game messaging systems, feature interfaces, animations, particle effects, and Unity prefabs, enabling engineers to focus on development while streamlining production workflows.

KINGSISLE ENTERTAINMENT, Austin, TX

(2005 – 2016)

**Senior UI Artist**

Created visually engaging user interfaces and production artwork for award-winning MMORPG and mobile titles while helping define each game's visual identity and enhancing the overall player experience.

- Established the UI art style and designed user interfaces for three MMO titles, including *Pirate101*, while creating user flows, icons, illustrations, and interface assets.
- Developed artwork for the launch of the Pets feature in *Wizard101*, contributing to one of the game's major feature expansions.
- Designed the interface for KingsIsle's first mobile game, *Wizard Blox*, and created promotional artwork for the *Pirate101* fan kit distributed to community and fan sites.

MONKEYSTONE GAMES, Dallas, TX

(2003 – 2005)

**Artist**

Created 3D environments, characters, and concept artwork for mobile and console games while supporting the visual development of multiple projects throughout the production lifecycle.

- Designed and modeled 3D environments and animated characters for mobile and console game projects.
- Produced concept art and visual designs that supported gameplay development and established artistic direction for new titles.

**ADDITIONAL EXPERIENCE****Graphic Designer – KINKO'S, Dallas, TX; 2003**

Designed marketing collateral, signage, brochures, business cards, and print materials while supporting production and customer projects.

**Quality Assurance Lead – ION STORM, Dallas, TX; 1998 – 2001**

Led an internal quality assurance team while coordinating testing efforts between developers and external publishing partners to improve software quality throughout the game development lifecycle. Supervised internal QA testers and coordinated daily testing activities, served as liaison between developers and Eidos QA teams, and managed bug triage, verified reports, and assigned testing priorities.

**EDUCATION**

A.A., Computer Animation, ART INSTITUTE OF DALLAS, Dallas, TX

A.A.S., Art/Art Studies, BROOKHAVEN COMMUNITY COLLEGE, Farmers Branch, TX