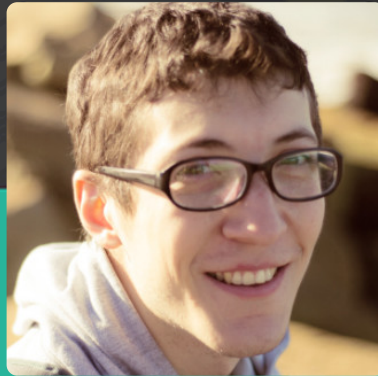




Luis Sencio

luissencio@gmail.com

Role
UX/UI Designer

Genre
4X (Mid-core)

Timeframe
Ongoing (2024-)

Case Everbright

A cross-platform, **mid-core 4x strategy** game for a broad audience.

UX/UI

Comp. Research

UI Animation

Documentation

Player Testing

Prototyping

Mockups



Role
UX/UI Designer

Genre
4X (Mid-core)

Timeframe
Ongoing (2024-)



The challenge is to make the game feel approachable by mid-core audiences while still feeling deep and entertaining.



Acrobat 

 **Ult: Polymorph**  **3 rounds**

Transformed for 2 turns, affects 1 units from Enemy Caster. Applied instantly each turn of each unit.

 **Passive: Regen**  **Allies**

20 heal() for 0 turns, affects 1 units from Enemy Caster. Applied instantly & each turn of the unit.

 **Health** **9999**

 **Speed** **9** **Very Fast!**

 **Attack** **200**

 **Defence** **120**

 **Min. Dmg.** **1k**

 **Max. Dmg.** **999k**

Status effects

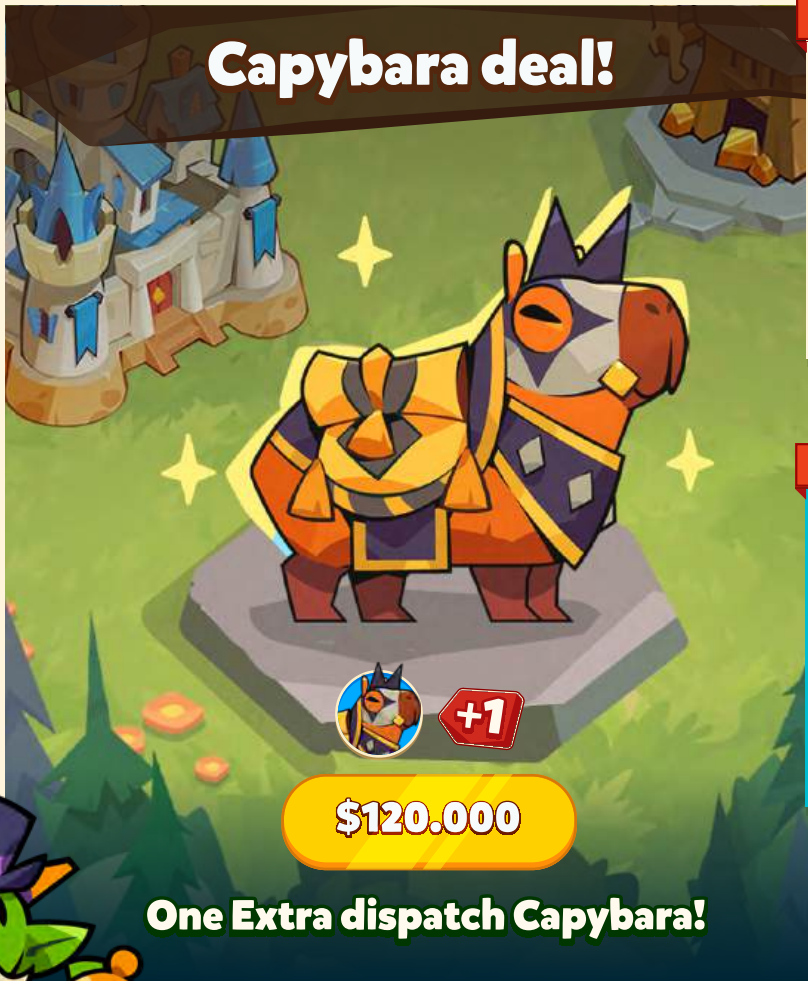
 

I'm in charge of features like:

- Monetization
- Battle System
- FTUE/Tutorials
- Hero Upgrade
- Equipment System
- UI Toolkit



Capybara deal!



1st Time Double



x80

\$9.99

1st Time Double



x80

Best Value!

\$9.99

\$120.000

One Extra dispatch Capybara!

From the UX/UI team we make extensive documentation to hand-over the designs to the other teams.



A1 Pre-Battle Layout

Layout Notes:

- Top HUD**
 - Width: **Full width** (Distribute content left and right)
 - Button Size: **Width: 96px x Height: 104px**
 - Margin Left: **80px**
 - Margin Right: **80px**
 - Margin Top: **72px**
 - Hero thumbnail: **spec: TBD**
- Faction Section**
 - Width: **184px x Height: 172px**
 - Margin: **Top: 40px**
 - Alignment: **Always Center**
 - Link to behaviour: **HERE (TBD)**
- Battlefield Section**
 - Width: **100%** (Distribute content left and right) x Height: **568px**
 - Margin: **132px (Left and right)**
 - Spacing between teams: **16px**
 - Troop Card Width: **180px x Height: 40px (Important! It's different for battle!)**
 - Troop Spacing Top & Bottom: **180px x Left & Right: 0px**
 - Link to behaviour: **HERE (TBD)**
- Responsive Section**
 - This is the gap between the screen's top and bottom anchored content. It will resize as needed per device.
- Troops List Section (Might Change)**
 - Width: **100%** (Center Content) x Height: **316px**
 - Troop Card Width: **180px x Height: 180px**
 - Troop Card Spacing: **20px**
 - Troop Amount Label Overflow: **20px**
 - Troop List top Margin: **72px** Bottom Margin: **64px**
 - Scroll Indicator arrow Overflow: **10px**
- Bottom HUD**
 - Width: **100%**
 - Margin Left: **80px** Right: **80px**
 - Buttons Spacing: **96px**
 - Battle Button Width: **480px x Height: 172px**
 - Optimize Team Button Width: **124px x Height: 132px**
 - Back Button: Centered in a Width **124px x Height: 132px** frame

Troop Thumbnail

Layout Notes:

- White Frame**
 - Size: **180px** Width x **180px** Height
 - Frame thickness: **8px**
 - Shadow: **8px**
- Quantity Label**
 - Font size: **40px**
 - Label hugs number
 - Left/Right Margin: **16px**
 - Top/Bottom Margin: **10px**
 - Bottom Overflow: **20px**
- Level Label**
 - Overflow: **6px**
 - Size: **56px** Width x **60px** Height
- Troop Art Frame**
 - Size: **164px** Width x **164px** Height

Sources For Navigator

A1 Soft Currency (Gold)

Possible UI text: "Collect More Resources from These Activities"

- Town Mine
 - Collect Gold from the Gold Mine in town.
 - GO
- Global Map Mines
 - Collect Gold from Gold Mines on the Global Map.
 - GO
- Global Map Battles
 - Earn Gold by completing battles on the Global Map.
 - GO
- Campaign Battles
 - Earn Gold by completing battles in the Campaign.
 - GO
- Trading Post
 - Buy Gold from Babka's Shop.
 - GO
- Gems
 - Buy Gold with Gems.
 - GO

A2 Stone Currency

- Town Mine
 - Collect Stone from the Bright Stone Mine in town.
 - GO
- Global Map Mines
 - Collect Stone from Bright Stone Mines on the Global Map.
 - GO
- Gems
 - Buy Stone with Gems.
 - GO

A3 Seeds Currency:

- Griffin Point
 - Collect Seeds from the Griffin Point.
 - GO
- Gems
 - Buy Seeds with Gems.
 - GO

A4 Upgrade Items

- Blueberry Bushes
 - Harvest Blueberries from Blueberry Bushes.
 - GO
- Beanstalks
 - Harvest Beans from Beanstalks.
 - GO
- Apple Trees
 - Harvest Apples from Apple Trees.
 - GO
- Gems
 - Buy Blueberries, Beans, and Apples with Gems.
 - GO

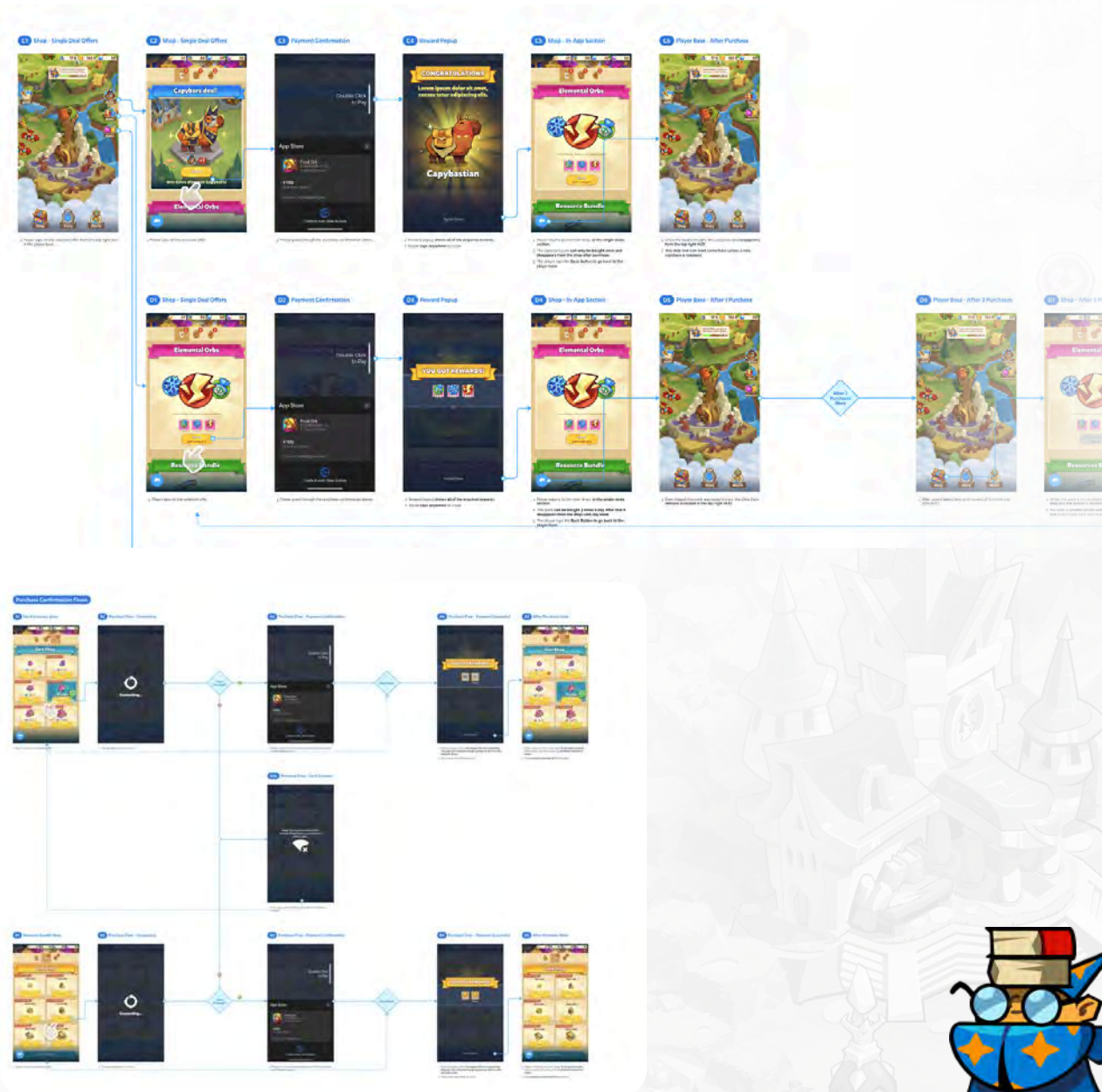
Role
UX/UI Designer

Genre
4X (Mid-core)

Timeframe
Ongoing (2024-)

Our main points of focus are **FTUE** and the **core player loop**, to keep players coming back daily and reinforce retention. (Since the game is in soft launch phase we don't do low fidelity wireframes)

Has Hard
Currency?



Role
UX/UI Designer

Genre
Action Sports

Timeframe
Ongoing (2025-)

[Unannounced Ubisoft title]

Process breakdown, from research to initial high fidelity mockup for a competitive, **mid-core, action/sports** game with deep customization layers.

UX/UI

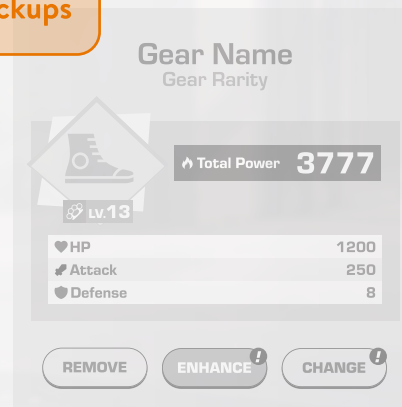
Comp. Research

UI Animation

Documentation

Prototyping

Mockups



Part 1 | Competitor Detail Screen Research

Simplest	Mid-core	Deeper System	Hardcore
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DC Heroes & Villains



Top Heroes



AFK Arena



職場少女 Fighting! Epic Seven

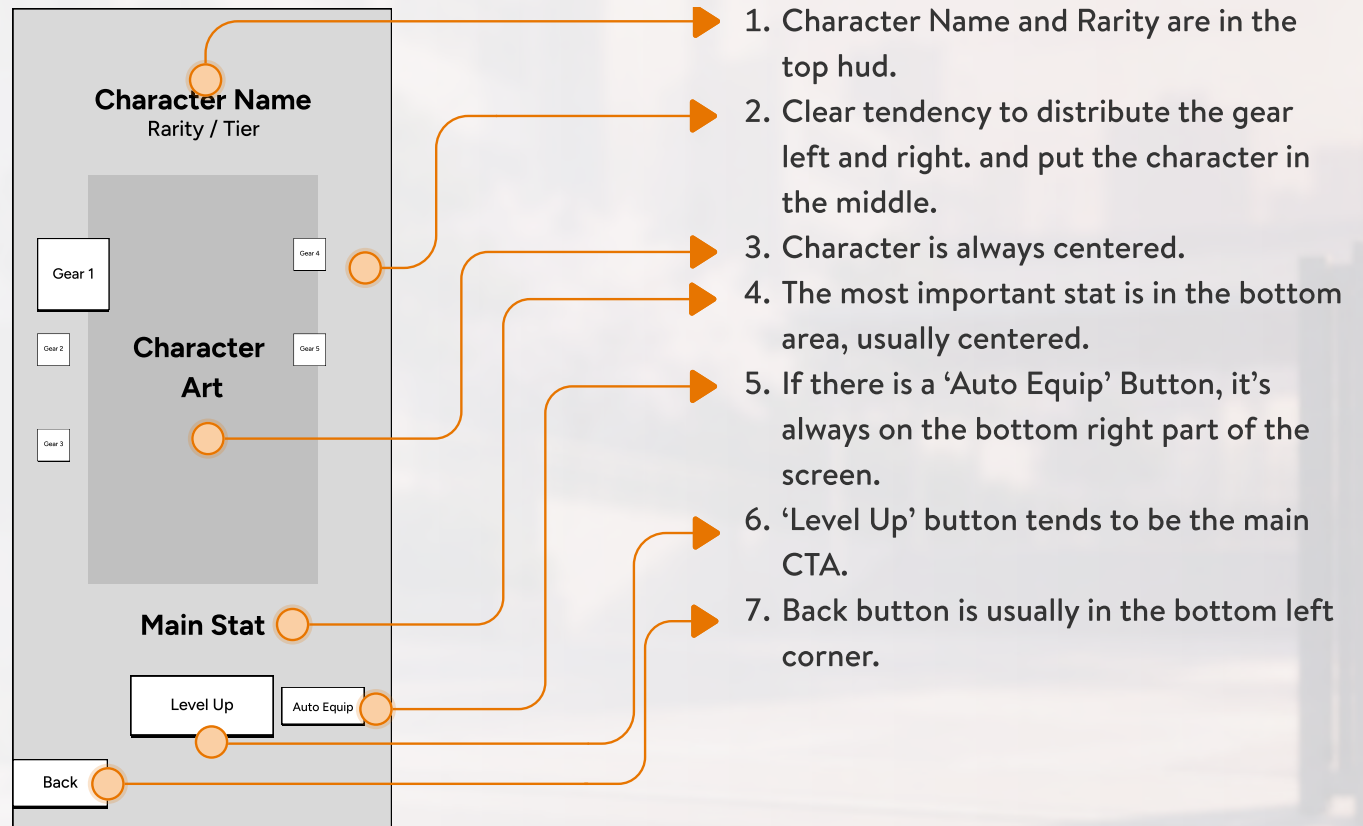


Part 2 | Character Detail Screen Anatomy

1. Research Takeaways

Initial Outline of the Character Detail Screen.

By tracing this map of competitors layouts we ensure a layout which players can easily understand without much onboarding.



Part 3 | Low fidelity mockup for UX flows

1. Character

Even though competitors have the character in the center, moving it slightly to the left shouldn't cause confusions and allows for the Gear panel to take the thumb reach zone.

5. Total Power Indicator

Taking over the Stats widget. This is the most important information for players.

8. Level Up Button

Main CTA. Close to Power Indicator and stats for immediate visual feedback.

9. Equip/Unequip

In the bottom area to be easy to reach but also to be close to the stats because auto equip affects greatly the total power.

2. Character Name and rarity

Centered and in the top hud.

3. Level and Class

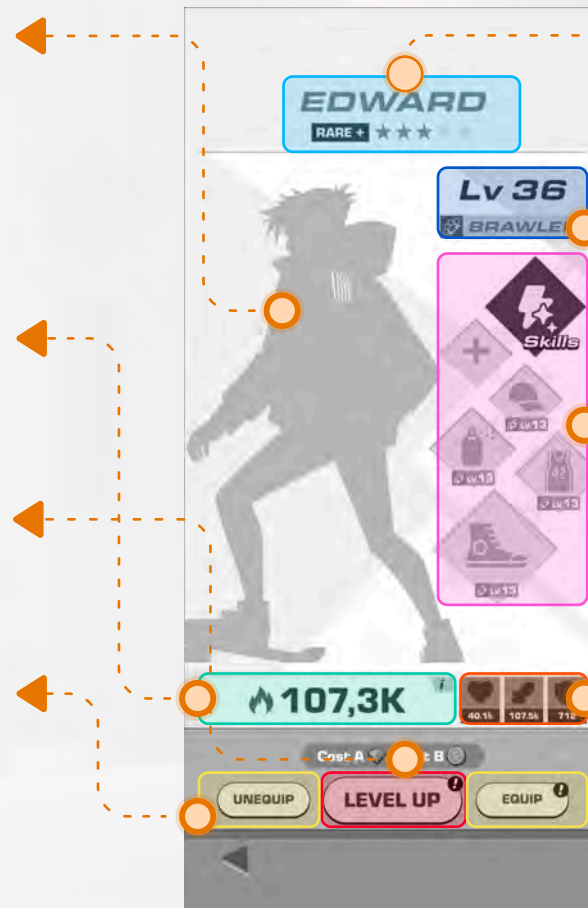
Small widget.

4. Gear and Skills Panel

A Right hud has been designed to keep all of the gear within a thumb's reach.

7. Stats Widget

Right above the Level up button. So players can have immediate visual feedback when leveling up.



More Info available on request

Role
UX/UI Designer

Genre
RPG (Female Audience)

Timeframe
2022-2024

Case: Tokyo Debunker

Tokyo Debunker, a **high complexity** Mobile Game with voiced Live2D characters, comics, IAP, Built-in chat.

UX/UI

Comp. Research

UI Animation

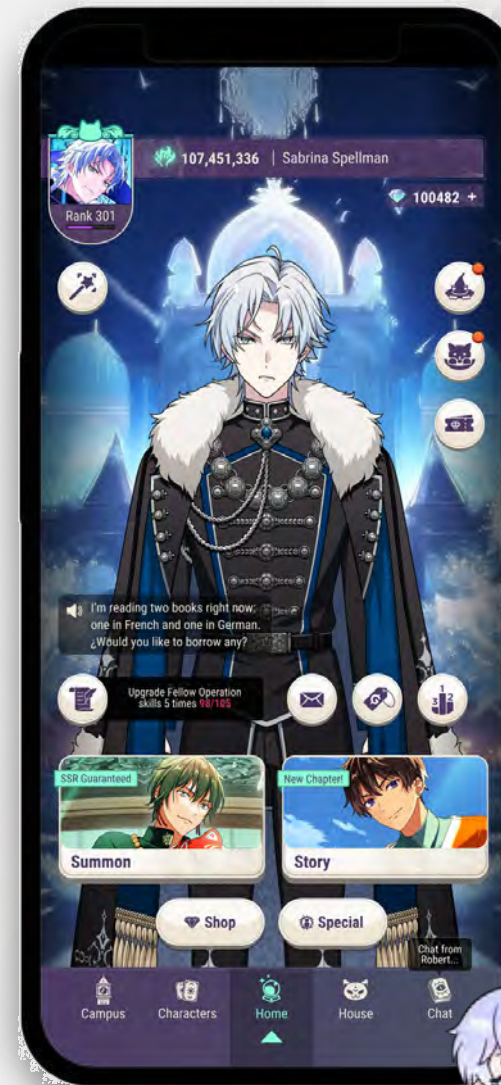
UI VFX

Wireframes

Documentation

Player Testing

Prototyping



Role
UX/UI Designer

Genre
RPG (Female Audience)

Timeframe
2022-2024



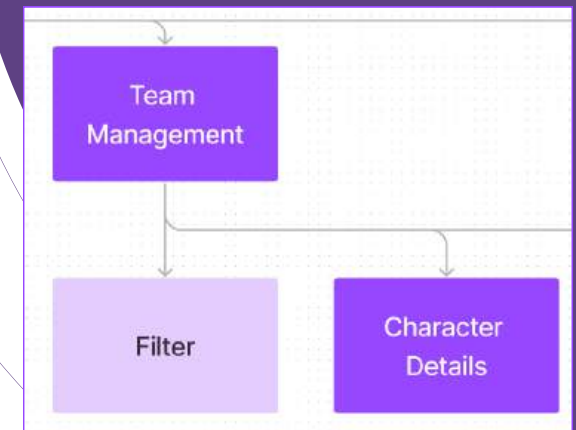
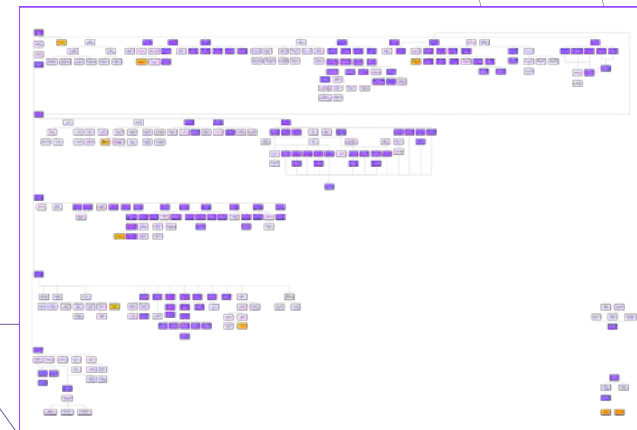
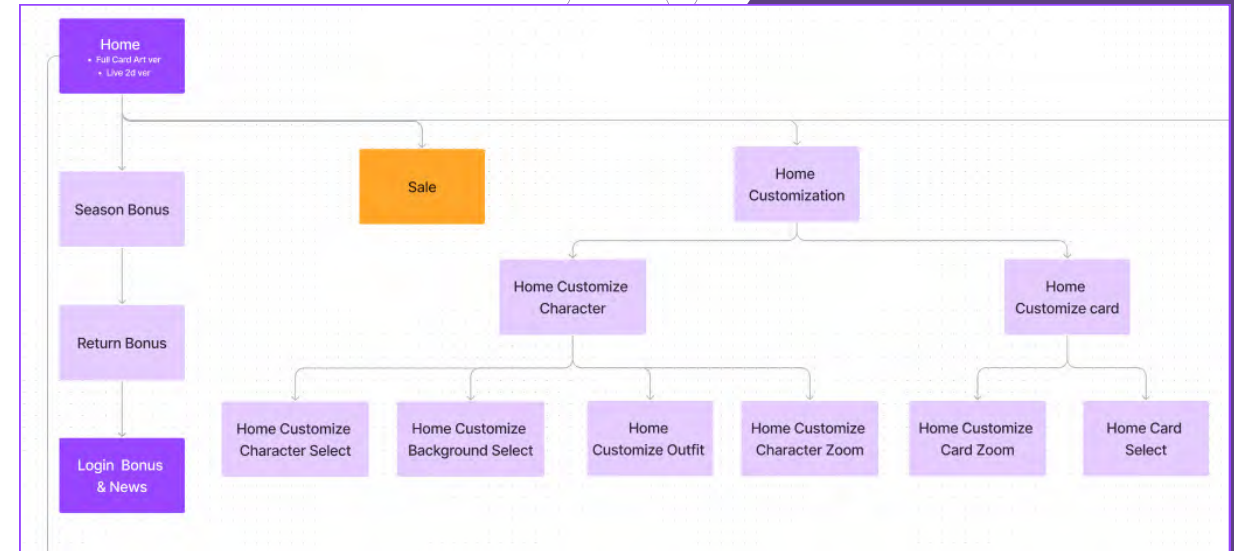
Role
UX/UI Designer

Genre
RPG (Female Audience)

Timeframe
2022-2024

User flow

I worked with the game planners to develop a very complex User Flow, in collaborative Figma files, to cover each case for every screen and feature.



UI Identity

▶ FONTS

English and FIGS Languages

Roboto Condensed
Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

CJK Languages

Noto Sans CJK JP Bold
Noto Sans CJK JP Regular

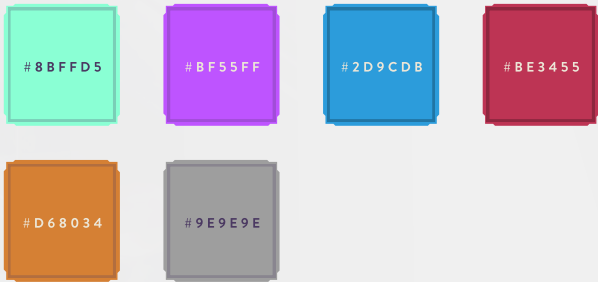
人類社会のすべての構成員の固有の尊厳
と平等で譲ることのできない権利とを
承認することは

▶ COLOR PALETTE

Primary

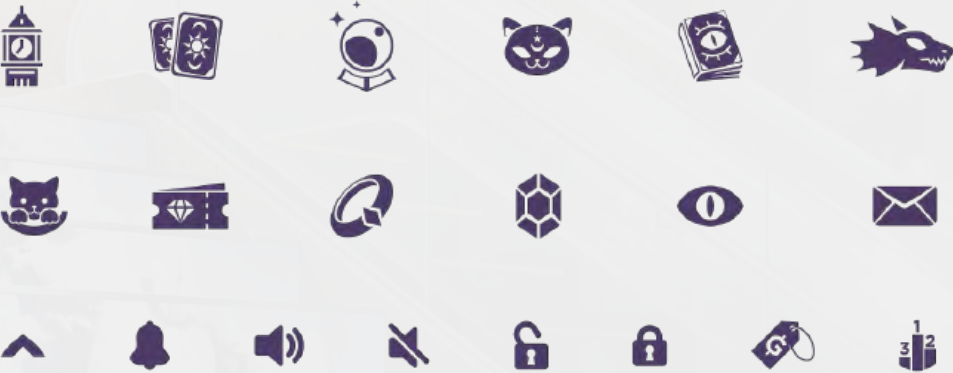


Secondary



UI Elements

► ICON SYSTEM



► FRAMES



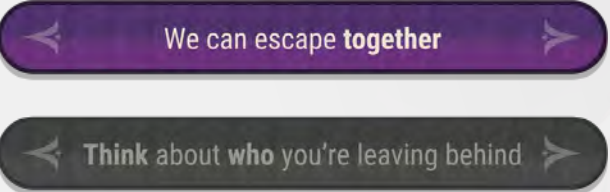
► TAXONOMY ICONS



► MISC ELEMENTS

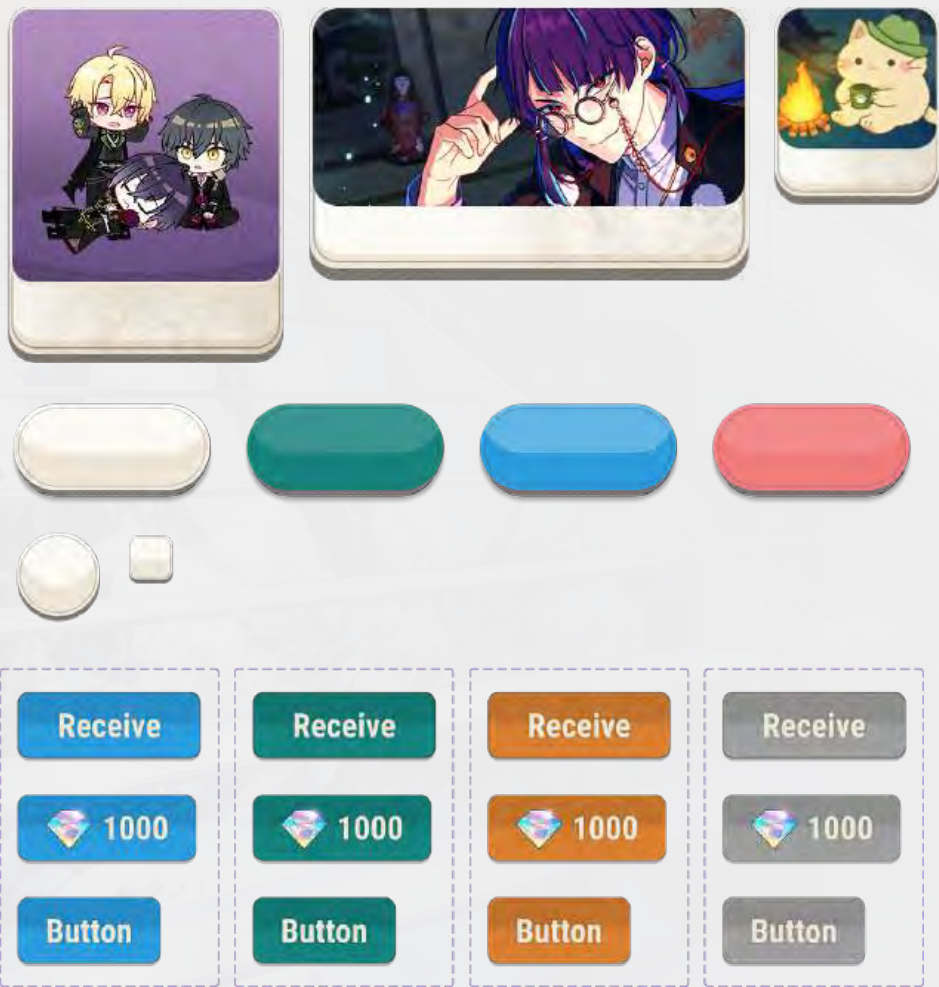


► OPTIONS

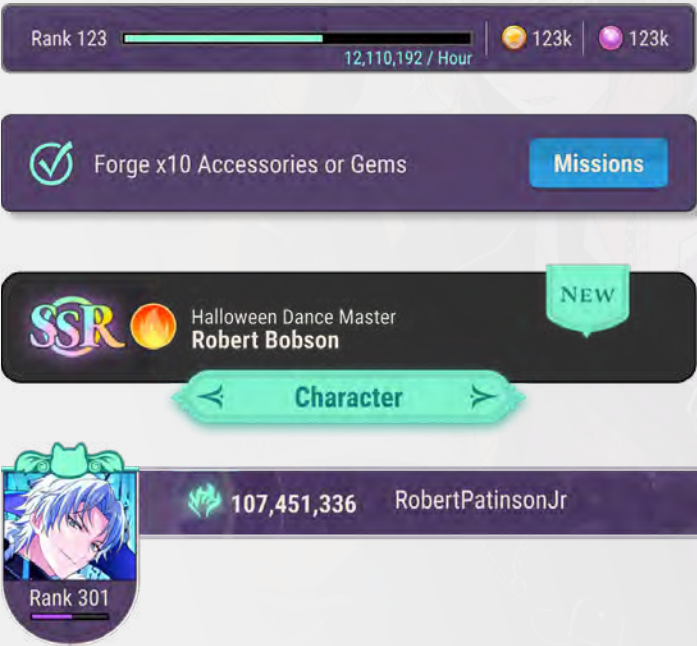


UI Elements

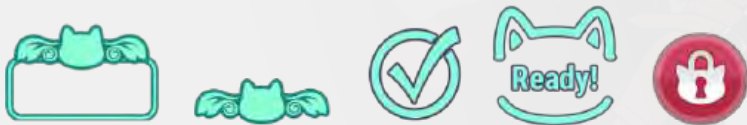
► BUTTONS



► HEADERS



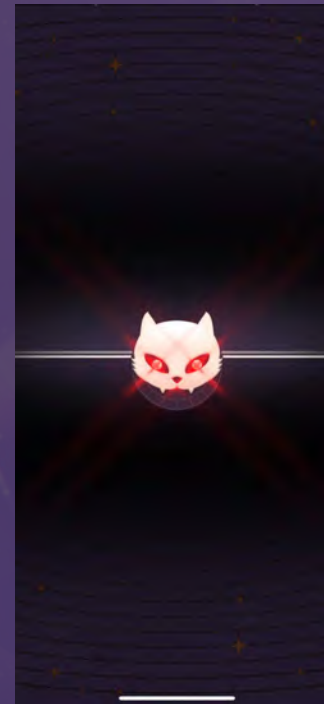
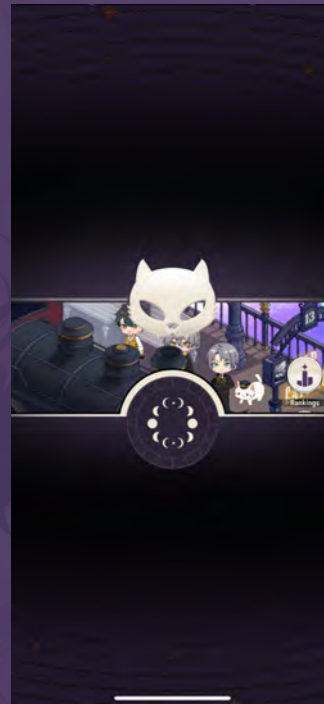
► MISC. ASSETS



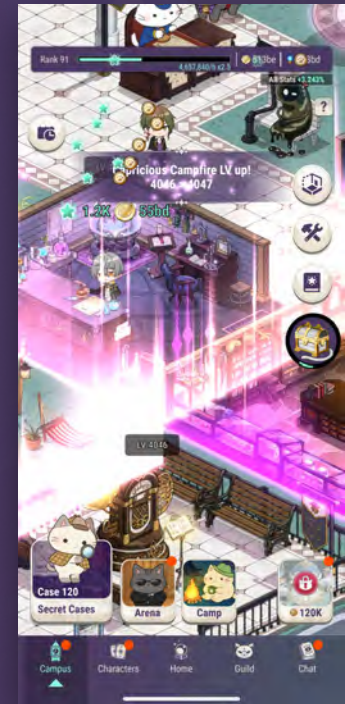
UI Animation & VFX



► UI ANIMATED TRANSITIONS



► UPGRADE VFX



Brand Design

Brand design for different Video Games, Webcomics and startups.

I helped Story teams, entrepreneurs and content creators develop identity for VideoGames, Podcasts, Startups, agencies and Web Comics.



Role
UX/UI Designer

Genre
RPG (Female Audience)

Timeframe
2022-2024



Role
UX/UI Designer

Genre
RPG (Female Audience)

Timeframe
2022-2024

► HOUSE DORM DESIGN



I helped the Tokyo Debunker Story team develop the identity for each dorm.

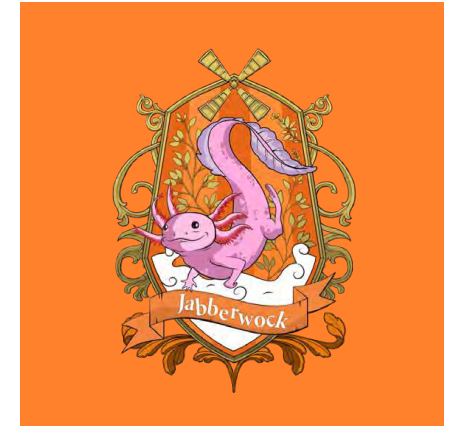


Role
UX/UI Designer

Genre
RPG (Female Audience)

Timeframe
2022-2024

► DESIGN PROCESS



► KEY COLOR PALETTE



Role
UX/UI Designer (and more)

Genre
RPG

Timeframe
2018-2021

Case: Evertale

With over **12 million downloads** and features in 70+ countries, including **App of the Day**, Evertale stands out for its engaging gameplay.

UX/UI

Comp. Research

UI Animation

UI VFX

Wireframes

Player Testing



Role
UX/UI Designer (and more)

Genre
RPG

Timeframe
2018-2021



I joined the Evertale team at ZigZaGame very early and I helped finish the first version of the game doing UI screens, animations and VFX in Unity. After failed release in 2019, I was tasked with redesigning the entire UI from scratch adding many new features.



► Before



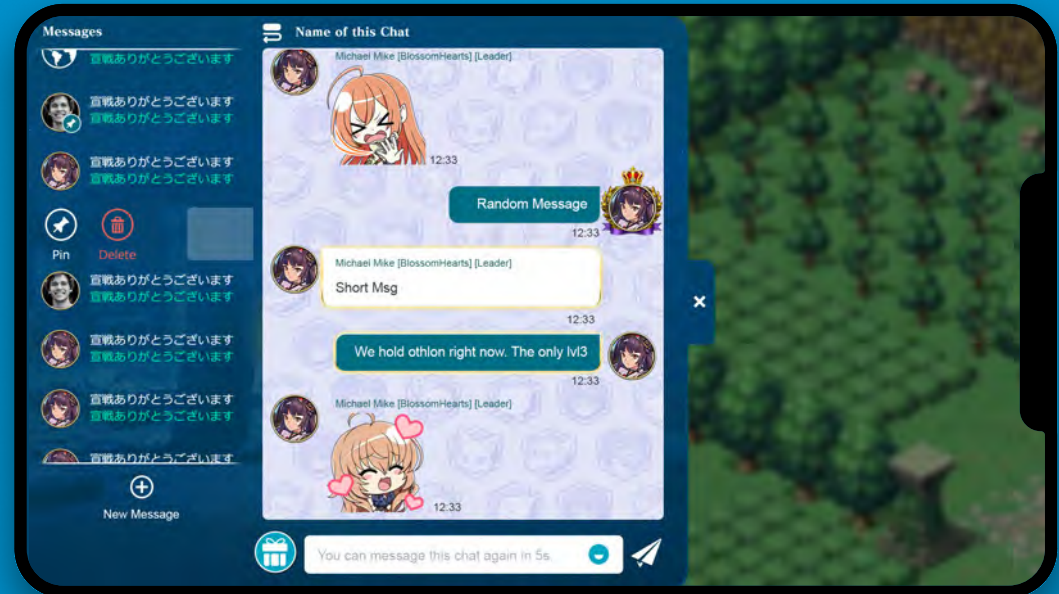
► After

Role
UX/UI Designer (and more)

Genre
RPG

Timeframe
2018-2021

► ICON SYSTEM



I was in charge of the 'Gacha' sequence, from designing, making the assets and draft animations in After Effects, to making the complete animation in Unity.



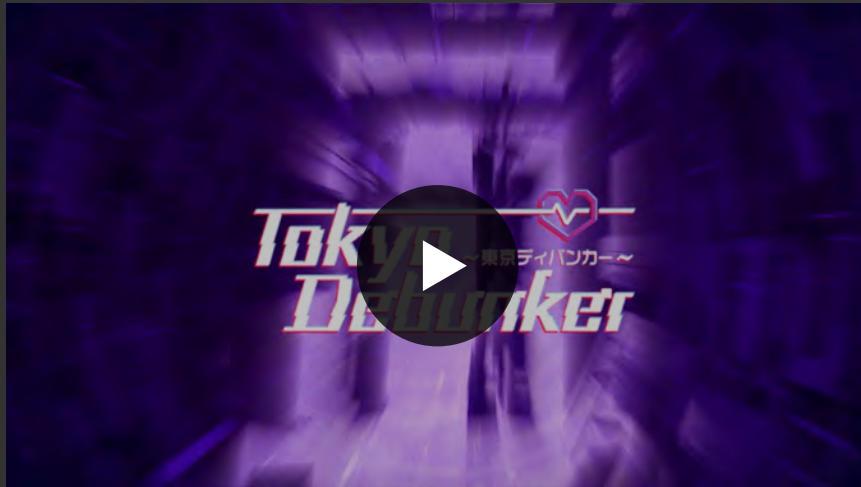
Role
Graphic Artist (Animation)

Genre
RPG (Female Audience)

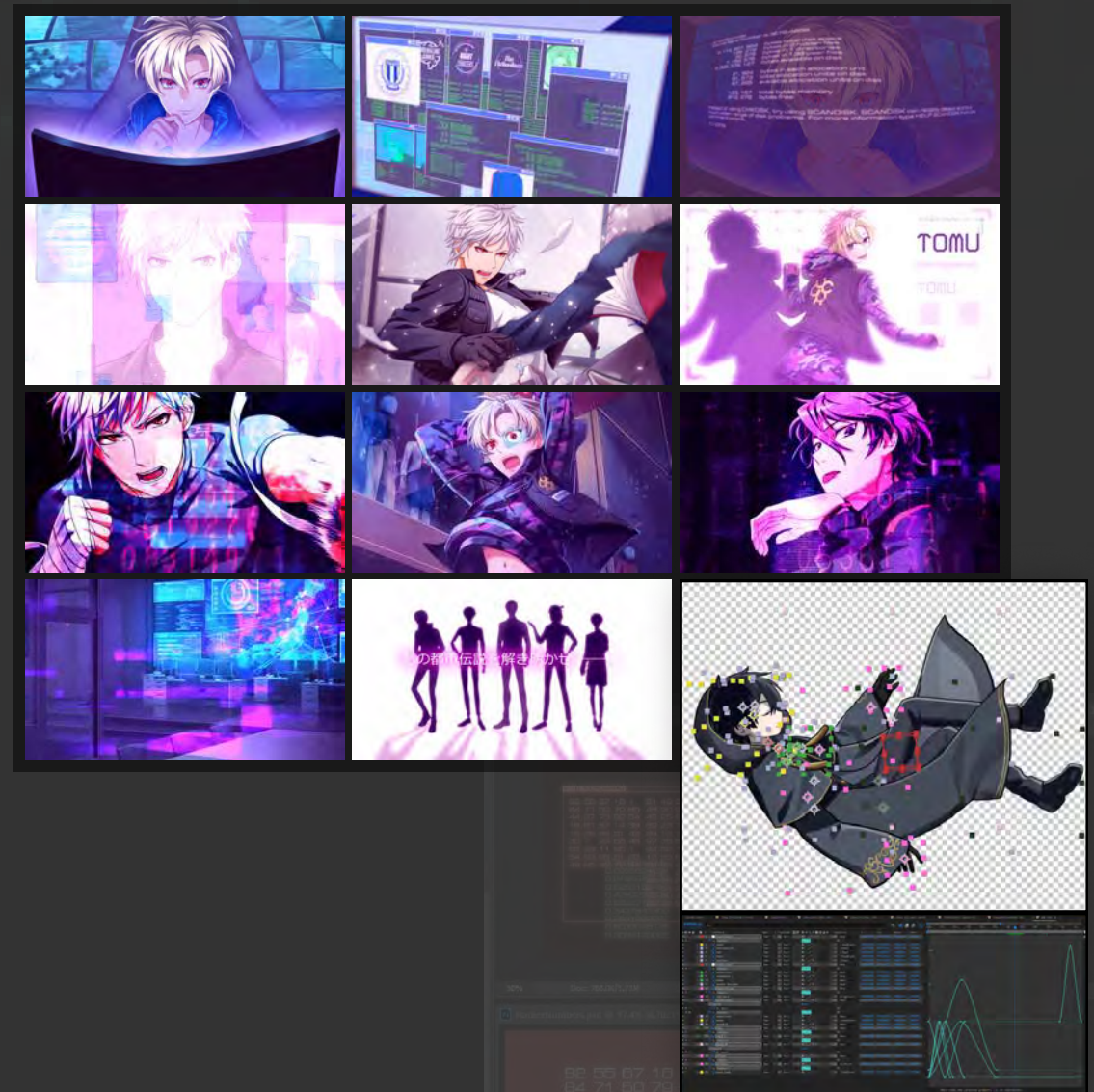
Timeframe
2019-2023

Motion Graphics

I directed and animated promotional videos and Cinematic Scenes for Mobile games using After Effects, Blender and Unity.



Click to watch



Role
Graphic Artist (3D)

Genre
(Personal Projects)

Timeframe
2015-On Going

3D Modelling

I work in Blender and Unity, I have some basic 3D animation and modeling skills as well as Cinema 4D experience.



Thanks!



Contact me:
luissencio@gmail.com