Sunghee Ma
Art Director

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Professional Summary

Art Director with extensive experience across gaming, interactive entertainment and digital design. Skilled in game, UI, graphic and web design, with strong organisational abilities and a proven record of problem-solving under tight deadlines. Highly self-motivated, energetic, and adaptable, thriving in fast-paced collaborative environments. Adept at guiding teams, shaping visual identity, and delivering polished creative solutions from concept to final execution.

Professional Experience

Art Director
Aristocrat Interactive & Roxor Gaming
Dec 2019 – Present

- Defining and directing art strategy whilst overseeing visual execution across multiple projects
- Art direction for company digital ecosystem, branding and identity
- Overseeing creative direction, concept development, research, storyboards, moodboards, and the delivery of final assets
- Collaborating with cross-functional teams to maintain visual quality and brand consistency
- Guiding teams to deliver high-quality creative output aligned with project goals
- Developing cohesive visual styles, guidelines, and design systems for user focused design and identity

Senior Graphic Designer
Roxor Gaming
Sep 2019 – Dec 2019

- Assisted in establishing bradning, print, UI improvements and visual guidelines
- Mentor and support team members to ensure alignment with project goals
- Develop visual strategy and branding for company collaboration

Senior Graphic Designer
Gamesys
Apr 2012 – Sep 2019

- Designed user interfaces for games
- Support visual planning and communication design for across all visual outputs
- Maintain and implement ongoing visual improvements

Creative Specialist
SportingBet
May 2008 – April 2012

• Analyzed, designed, and coded web projects using HTML & CSS
• Managed design, development, and maintenance of the company website
• Executed daily updates and supported ongoing visual improvements

Web Designer
Mina UK
Oct 2007 – Apr 2008

• Designed Mina Wholesale's website and refreshed Minauk.com
• Analysed, designed, and coded web pages using HTML
• Created email marketing materials and supported intranet development
• Managed the design, development, and ongoing maintenance of the company website.
• Produced graphic design for publications such as ASOS Magazine, Bread & Butter, Magic and Pure

Web Designer
Bugs Music
Jan 2003 – May 2004)

• Led image planning and visual communication design for one of South Korea's largest online music platforms, delivering cohesive digital and brand experiences across web and marketing channels.
• Designed and built web pages using HTML, including online credit-checking forms and payment system interfaces.
• Created and managed public-facing content while developing and maintaining brand identity assets, including logo, brand guidelines, stationery, brochures, invitations, banners, and event signage.

Web Designer & Character Designer
Unicampus
Jan 2002 – Jan 2003

• Led the renewal of the Unicampus website and brand identity, including concept development, character design and illustration, and the publishing and optimisation of digital artwork.

Game Artist & Designer
N2Play
Mar 2001 – Jan 2002

- Designed games, characters, and interactive interfaces, including game design for a major South Korean telecommunications company (SK Telecom TTL).
- Developed character concepts and interface designs for the national broadcasting station KBS.
- Supported public relations and marketing initiatives, contributing to brand visibility and promotional efforts.

Education

MA(PGDip) Interactive Multimedia - Pass
London College of Communication
2006 – 2007

BA(Hons) Visual Communication Design - First Class Honours
Republic of Korea Konyang University
1997-2001

Software

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Animate), Figma, HTML/CSS

Skills

Creative Direction • Art Leadership • Visual Storytelling • Interaction Design • Design System
Brainstorming • Concept Development • Research
Problem-Solving • Planning • Deadline Management

Achievements

- FY2025Q2 Aristocrat Patent Awards - Application Filed
- Adobe Max 2008 / Semifinalist, 2008
- Winner of the Experimental/Art category at FlashForward 2008 San Franciso, 2008
- Awared the Installation Design award at the Adobe Design Achievement Awards, 2008