



Sam Howell
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Professional Experience

Freelance Designer

Burlington, MA

Nov 2010 - Present

- Designed custom websites for small business owners.
- Worked with Joomla and Wordpress content management systems using HTML, CSS, and PHP.
- Edited product photos in Adobe Photoshop.
- Designed a completely custom User Interface for a Zen Cart installation.
- Designed and programmed a product customization tool for Zen Cart using PHP and CSS.
- Designed Flash content and UI for an Android and iPhone application.

CIDC

Cambridge, MA

Sept 2003 - Nov 2010

Graphic Designer / Creative Director of Game Development

- Revitalized GrandVirtual's game library by producing 3D and 2D graphics for 16 new slot machines in my first few months of employment.
- Created optimized product graphics for brand websites.
- Animated 3D and 2D content for new slot machines and other games.
- Built template UIs for the game development team and collaborated with the User Experience team to improve the general user experience in the Everest Poker and Casino game clients.
- Designed and realized all graphic content for the new Everest Poker vertical. This included logo design, interface design, 3D environments and characters, and multi-language support.
- Completely redesigned the Everest Poker game client to accommodate new features and update the feel to reflect a new population of players.
- Raised the bar for slot machines in the online gaming industry by introducing full translation of game content with the slot machine Space Ace.
- Converted the game client of CIDC's flagship product, Everest Poker, into a product ready for white labeling using Betclik Poker as a pilot project.
- Worked with customer service and marketing departments to determine customer interest in introducing skill-based game play to CIDC's traditionally chance-based slot machines. Created a development plan to explore development cost and measure player response to new skill-based games.
- Led the game design team through a change of technology from 2D and 3D rendering to Flash vectors.
- Introduced the design team to the traditionally development-centric practices of version control and bug tracking.
- Led the game development team in the pilot project for a company-wide transition from waterfall to agile methodologies. Worked with an embedded coach, managed expectations of the executives, and facilitated the resolution of the inevitable stress points between the design, development, and managerial portions of the agile transition team.
- Managed the hiring and use of external resources for sound design and game design.

