

# Mark Foley

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## Work

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2013-Present

### **Head of Digital - Uffindell - London**

Working with award-winning brands to reposition and rethink their digital offering. Overseeing all digital output at Uffindell, liaising with design and development teams in creating beautiful, intuitive user experiences across all digital mediums.

2013-Present

### **2D / 3D Artist - Quantum Tiger Games - Denver / London**

User Interface / User Experience / 2D / 3D / Shader Work for Quantum Tiger Games on a prototype version of their AI-led RPG 'SteamSaga'. Wireframed in Illustrator / HTML and coded in nGUI (Later ported to Unity 5's in-editor GUI). Shown at PAX Prime 2015.

2012-2013

### **Designer & Developer - MePlease - London**

Lead designer on a lean creative team working on:  
Cross-platform mobile applications & integrated merchant platform  
Complete Digital Rebrand including website and social presence.

2011

### **Lead Artist - Dare to be Digital - Dundee**

Lead Artist at International Game Development Competition with Ape-y Eyes. Awarded "Team Choice" Award for Microsoft Kinect title, "PaperQuest".

2006 - 2010

### **Designer - Bernard Seymour Landscape Architects - Dublin**

2D and 3D Landscape Visualisation in national and international Projects and Competitions.

## Skills

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Design

Traditional & Vector Illustration, 3D Modelling, Unwrapping, Texturing & Basic Rigging and Animation. Branding and Guidelines.

Software

Visual Studio, Xcode, Adobe CC (Illustrator, Photoshop, After Effects), 3D Studio Max, AutoCAD, Maya, Blender.

Development

C++, C#, Objective-C, PHP, JS, AS3, HTML&CSS, Sass, LESS.

Practices

Agile Methodology, Extreme programming

## Education

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- 2010 - 2012                      **City University, London - MSc in Computer Games Technology**  
Graduated with First Class Honours  
Received the School of Informatics Scholarship.
- 2007-2010                      **Dublin City University - BSc in Multimedia**  
Graduated with First Class Honours

## Interests & Activities

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Led a small online team in designing a well-received RTS game “mod” from 2000 to 2005. Downloaded over 42’000 times. Magazine coverage (PC Zone, PC Gamer US, PC Gamer DE).

Organiser and Player of domestic 5-a-side football.

## References

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- Steve Jarrett                      **Facebook Mobile Partnerships, San Francisco - [stevejarrett@gmail.com](mailto:stevejarrett@gmail.com)**
- Sarah Kerruish                      **CSO, TrialReach, London - [sarah@trialreach.com](mailto:sarah@trialreach.com)**
- Gary Deardon                      **Design Director, Uffindell, London - [garyd@uffindellgroup.com](mailto:garyd@uffindellgroup.com)**
- Bernard Seymour                      **Principal, BSLA, Dublin - [bernard@bslarch.com](mailto:bernard@bslarch.com)**