Will Kevans

2D GAME DESIGNER · ANIMATOR · ILLUSTRATOR

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Profile

2D game designer and animator with over 20 years' experience, specialising in online slot games for operators including Ladbrokes, William Hill and Paddy Power. Takes games from brief to release: concepts, characters, symbols, backgrounds, UI and Spine / After Effects animation. Previously Lead Illustrator on Warner Bros' Scooby Doo educational game, with advertising clients including Honda, Sony, Vodafone and Chanel. Co-founder of Pilot X, a 2D mobile games studio. Available for remote, hybrid or contract work.

Skills

Animation & art: Spine · After Effects · Adobe Animate (Advanced, Certified) · Photoshop · Illustrator · Premiere · Blender

Game design: Character design · Storyboarding · GDD & UX design · Figma · Unity

AI tools: Midjourney · Magnific · D-Zine · ChatGPT · Claude · Grok

Also: Cartoonist and caricaturist

Key experience

Senior Games Designer, Aris TX — 2024–present (rolling contract)

- Created game concepts, themes and storyboards, and pitched visual directions to producers
- Designed and illustrated symbols, characters, backgrounds and UI
- Animated characters, symbols, big-win celebrations, bonus intros and transitions in Spine and After Effects
- Created VFX (particles, glows, win effects) and optimised assets for mobile and web
- Worked closely with developers to implement animations in-game
- Released titles include Stuffed with Wins and Tweet Dreams
- Wrote game design documents (GDDs) for Clukomatic 1000 and Moo-niversal Mayhem

Senior Games Designer, Games Global — 2022

- Designed and animated online slot games: concepts, symbols, characters, backgrounds, UI and win animations
- Worked with producers through to release
- Titles include Lemur Loot and Agent Blitz

Senior Games Designer / Illustrator, TopJack Games, mkodo, Epigeum — 2012–2015

- Design and UX work on commercial casino slot games for operators including Ladbrokes, William Hill and Paddy Power
- Released titles include Money Mouse, Pink Panda, Klondike Billy
- Acted as sole designer, working on concept and designing all artwork and animation
- Illustrated award-winning e-learning comic strips for Epigeum (Imperial College London / Oxford University Press)

Senior Motion Graphics Designer, The Libertine — 2010–2012

- Digital advertising for giant-format screens at Victoria and Liverpool Street stations
- Campaigns for Comet, Butlins, New Look and Wickes

Lead Illustrator, Scooby Doo, Warner Bros. — 2007–2008

- Lead designer on a multi-platform educational game
- Created all background elements and the interface, true to the original series' style

Flash & Games Designer — 2003–2010

- Flash games and animation for the BBC, Sky TV, Vodafone, Nokia, Sony, Universal Records and others

Independent projects

Co-founder & 2D Game Designer / Animator, Pilot X — 2016–present

- Co-founded an independent studio making 2D side-scrolling mobile games for iOS and Android in Unity
- Designed characters, environments, UI and animation
- Two titles released: Hangry Fish, Bee Smart; third title in development

Freelance Cartoonist & Caricaturist — 2001–present

- Editorial and advertising illustration, package design and live caricature for clients including Disney, Chanel, HSBC, ITV, Honda and Visa International

Earlier career

Editorial cartoonist and games (The Telegraph) · Children's games and puzzle designer (Daily Mirror, Take a Break, Take a Puzzle) · Comic book artist (Zit Comic) · Props designer for the BBC's *Dennis the Menace* (Collingwood O'Hare)