Unir Reis

Creative Director & Lead Game Designer

EXPERIENCE

Game Designer (UI/UX) · Arvore Immersive Experiences Jul 2025 – Present · 1 yr 5 mos

- Worked on the UI/UX of a hit Roblox game's port to Meta's Horizon Worlds, a port that reached #1 with nearly 4M visits
- Mapped and studied the reference game, then designed the port's screens, UI/UX and visual identity for VR, PC and mobile
- Ported the game again to a new engine, rethinking its UX to be mobile first, restyling it and building every screen in Noesis
- Created the UI pipeline that fixed Horizon Worlds' inverted responsive layout
- Worked on the game's live ops, designing its events, new items and new UIs
- Worked on an award-winning, award-nominated VR game, designing the UX and UI of its lobby and its user flows
- Storyboarded the lobby's diegetic item equipping and narrative onboarding
- Made art for the lobby and built it in Unity as prefabs and prefab variants
- Prototyped and implemented UI in Unity, Horizon Worlds, Figma and Noesis
- Created VFX concepts, player feedback and juice for immersion and game feel
- Set visual guidelines and directed the design flow across art and development

Founder & Chief Creative Officer · Seeliefy Apr 2022 – Oct 2025 · 3 yrs 7 mos

- Oversaw the creative and product vision, strategy and development of the studio's games and client projects
- Built and led the studio's team, from 2 people to teams of up to 10, directing client-side teams and mentoring designers and artists
- Secured funding through investors, tailored pitch decks, accelerator programs and public tenders
- Set the art direction and quality bar of every production, delivering polished, cohesive art across games and experiences
- Delivered 15+ games and 30+ projects on PC, VR, mobile and motion simulators for high-profile companies in 10 countries
- Designed and art-directed an open-world farm RPG with 100K+ downloads and a 4.4 rating on Google Play
- Delivered interactive brand activations for Rock in Rio, The Town, Lollapalooza and Big Brother Brasil
- Co-directed a hardware and software venture of 6 agricultural machine projects, owning every design and art decision
- Directed and produced a 4v4 multiplayer MOBA from concept to delivery in one month
- Created and directed a hybrid-casual bottle flip game, owning its design, balancing and visuals
- Owned production across projects, with schedules, scope, pipelines, operation guides and QA
- Led the game and UX design of a kart racing simulator, with tracks drawn from real kart circuits

Lead Game Designer & Unity Developer · 67 Bits Jan 2021 – Aug 2023 · 2 yrs 8 mos

- Owned and reverse-engineered a 100-level ninja game, rebuilding its design, 3D, animations and VFX to match the original
- Led the game's sketchbook remake, owning its visual rework and art direction, with custom sketch shaders and ink VFX
- Made 20+ characters and 20+ weapons for the ninja game, their 3D models, animations, VFX and escalating rarity tiers
- Improved My Zombie World's game and level design, UI/UX and visuals, a game with 120K+ downloads and three awards
- Owned the game design and art direction of a monster truck game, and made its levels, 3D models, materials and Unity art
- Designed and shipped several hyper-casual games, most in one to two weeks
- Modeled 3D assets and characters, and built levels, shaders, animation, UI, prefabs and prefab variants in Unity
- Concepted, modeled and animated every character of a Mayan-mythology MOBA
- Art-directed the studio's games through materials, shaders and lighting
- Created icons, store art and animated ad trailers for launches

Lead Game Designer & Producer · Aurora Borealis Mar 2019 – Oct 2022 · 3 yrs 8 mos

- Designed a puzzle platformer, 2nd place at Game Jam+ Gamescom LATAM
- Led the game design of a social-deduction indie game for two years
- Designed the studio's game jam entries, from core loop to puzzles and levels
- Designed core loops, mechanics and progression in GDDs for indie games
- Produced two VTubers earning up to R$10,000 a month, handling their schedules, events, positioning and the artists' work
- Created much of the studio's concept art, mostly creatures, scenery and levels
- Pitched the studio and its VTubers to investors at Gamescom

SKILLS & TOOLS

Skills Creative Direction · Team Leadership · Product Strategy · Game Design · Art Direction · Systems Design · Project Management · UI/UX Design · AI-Assisted Development

Tools Unity · Unreal Engine · Blender · Figma · Photoshop · Illustrator · C# · Noesis · Substance · ZBrush · Clip Studio · Visual Studio · Notion · Miro · Trello · Jira · Favro · Git

EDUCATION & LANGUAGES

Visual Design and Communication
Universidade São Judas Tadeu
Bachelor's Degree · 2016-2020

Digital Game Programming
ETEC Aristóteles Ferreira
Associate Degree · 2015

Concept Art & Digital Art
Pantheon Art School
In progress

Art Fundamentals
ART School by Marc Brunet
In progress

Drawing & Art Fundamentals
Muzz Art School
Completed course · 2023-2025

Languages
Portuguese, Native · English, Fluent (C2)
Spanish, Intermediate · Japanese, Elementary

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