

Game veterans brought to life

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Smartphone game company Kwalee have had fun in their office by creating avatars of their staff, starting with CMO Bruce Everiss. Designed and created by Kwalee artist, Jay Lytwynenko, during Creative Wednesday, the game veteran avatar is clutching an object that most represents him. Bruce's avatar clasps an iconic Sinclair ZX Spectrum, which he primarily marketed games for, whilst working at Imagine Software. The Spectrum is recognised as one of the most popular European computers of the 1980s.

Leamington Spa, United Kingdom - Smartphone game company Kwalee have had fun in their office by creating graphic avatars of their staff, starting with CMO Bruce Everiss.

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The avatar took Jay 3 hours to perfect, which has been edited into a two-minute video, available from Kwalee's YouTube channel. As well as an additional ten minute video showing a detailed version of the lengthy process it took to create Bruce Everiss' avatar.

Bruce's latest article about his experiences in the UK games industry is available on the Kwalee website.

Jay explains how she made the complex design.

"I used Adobe Photoshop as key software to create the image, but also used Adobe Illustrator for the more precise details and graphics. It is painted vector art, a time consuming process that lets me paint in layers, allowing me more artistic freedom."

She adds: "I want to create avatars to be synonymous with our company, giving everyone a videogame-esque appearance."

David Darling, CEO, is thrilled at the finished character of Bruce.

"It looks fantastic. You can see from all her work how gifted she is, displaying her passion and skill for concept art and illustration. Jay is a phenomenal artist and brings a unique style to our apps."

Jay will be creating an avatar of everyone in the Kwalee office, during her allocated Creative Wednesday time, including one of David that will display his second greatest talent, after creating games of course, by holding a table tennis bat. After successfully beating everyone within the Kwalee table tennis championships, he has developed a reputation for his table tennis skills on their website.

These avatars will be used on his or her individual business cards as well as feature on the Kwalee website.

Kwalee recently introduced 'Creative Wednesdays' to allow their development team to spend 20 percent of their weekly office hours on personal projects.

Kwalee:

prMac: Publish Once, Broadcast the World :: <http://prmac.com>

<http://www.kwalee.com>

Bruce Everiss Avatar:

<http://www.flickr.com/photos/kwalee/6886349327/>

YouTube Video:

<http://www.youtube.com/watch?v=GgsJwPMqPpl>

Creative Wednesdays:

<http://kwalee.com/2012/02/09/kwalee-out-google-google/>

Kwalee is a startup company based in Leamington Spa to develop and publish apps for mobile devices. Founded by David Darling CBE who has many decades of experience at the top level of the video game industry with contributions to very many #1 games on many platforms in his CV. Kwalee is different. We seek to excite and entertain our customers with innovative new products that provide special experiences. Our ethos is based around a set of core values that put the customer first and which harness the creative skills of our staff to the maximum in order to do so. Kwalee is still at its very beginning and so is very actively looking for those special people who want to join us in our exciting journey. Copyright (C) 2012 Kwalee. All Rights Reserved. Apple, the Apple logo, iPhone, iPod and iPad are registered trademarks of Apple Inc. in the U.S. and/or other countries.

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