

2026

Leons

PORTFOLIO

**BRANDING
ANIMATION**

GAME & CHARACTER DESIGN

PROJECT ONE

Goths Plunder

Goths Plunder was one of the first game concepts where I was given significant creative freedom to explore and develop a wide range of ideas. The project allowed me to experiment with bold visual directions, blending gothic themes with neon-inspired design elements. A key focus of the game was the creation of a fully reactive 2D character animation, along with animated Icons and a heavy metal soundtrack to boot.

"Goths Plunder" is the property of UROC Studios. All rights reserved.



GOths PLUNDER

GRAND
2.000.00

MAJOR
200.00

MINOR
20.00

MINI
2.00







GRAND
2.000.00

MAJOR
200.00

MINOR
20.00

MINI
2.00



6
SYMBOLS COLLECTED

5 SPINS REMAINING

15
AWARDS GRAND





2D Character Animation

The Character Skulldrich was initially created using AI image generation (Midjourney) but then received minor edits to give him more of an edge. After the first character concepts were completed, we created specific reference styles for the AI to follow and produce more dynamic poses.

Spine 2D was then used to animate the Skulldrich in different action poses to be placed in the different states of the game.



spine

2D Character Examples



PROJECT TWO

Spirit of the Buffalo

Spirit of the Buffalo is a slot game concept centered around a bold blue and yellow western buffalo theme, designed to give the game a strong and cohesive identity. The project features animated buffalo characters that bring energy and presence to the gameplay, alongside a cash collect mechanic and a bonus game built around mystery reels and jackpot wins. This was my first experience with the Unity Engine and aiding more experienced game developers with putting the design into a working prototype.

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SPRIT OF THE BUFFALO

HOLD for GOLD

GRAND £10,000 MAJOR £1,000 MINOR £100 MINI £10

A		K		
A		Q		
J				10

WILD WILD

Game controls: Re-spin, Lightning bolt, Auto-play, Buffalo head, Buy, and Bonus icons.

STAMPEDE

SPIRIT OF THE BUFFALO

HOLD for GOLD



VOLATILITY



MATCH 3 SYMBOLS FROM LEFT TO RIGHT ON
THIS 5X3 GRID TO WIN



TRIGGER HOLD FOR GOLD BY COLLECTION 6 BUFFALO COINS,
WITH MORE ICON FEATURES LIKE MYSTERY BOX AND VORTEX!

CLICK TO CONTINUE

PROJECT THREE

UROC Branding

Arriving at UROC Studios as a startup, i was fortunate enough to be involved in the branding process. At the time, we only had a single logo. So I was tasked with flushing out the branding and creating assets that would later become key components in the webpage and social media sites.

The tools used to create this imagery were a mix of AI software. Specifically Midjourney and ComfyUI. This was my first introduction into AI which enabled me to speed up the workflow when it came to making the games.





About Us

At UROC Studios, we are dedicated to revolutionizing the game player's experience, setting new benchmarks in casino performance through our innovative gaming solutions.





Colour

Our primary colours are used to contrast each other with neon blue and pink symbolizing our innovation and friendliness whilst maintaining professionalism.

HEX #53b2f7
RGB 83,178,247
CMYK 57,17,0,0

HEX #cc2995
RGB 204,41,149
CMYK 17,95,0,0

HEX #000314
RGB 0,3,20
CMYK 80,73,60,81



Style Usage

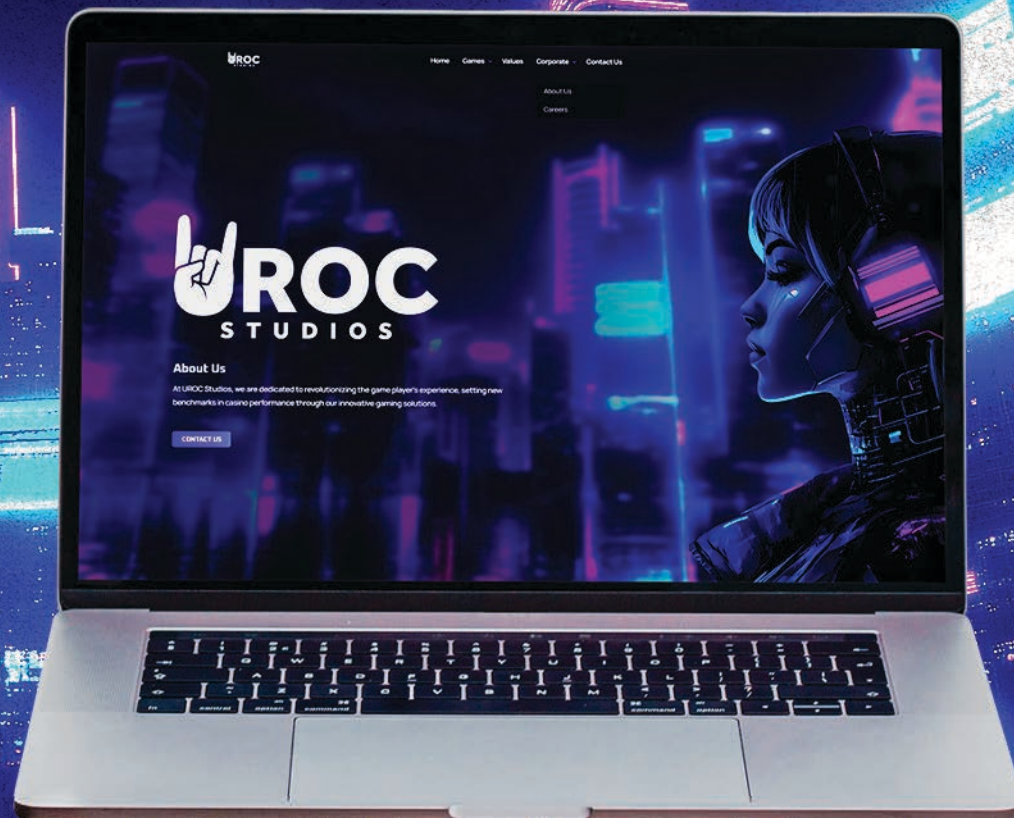
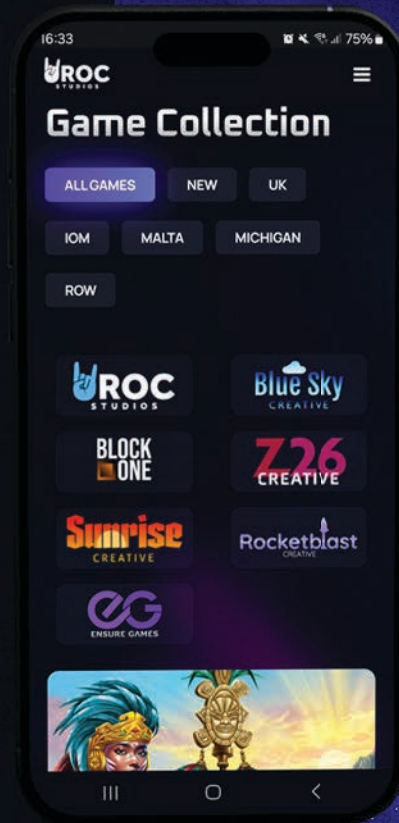
We have a wide range of characters and retro assets that should be used to enrich a design with layered graphics, noise and neon colours. Checkout other examples through the brand guidelines.





Website

A closer look at how the Uroc appears on digital devices



PROJECT FOUR

Rampage

Rampage is a conceptual brand for a smash/rage room business. Customers are given a specific time window and are guided into a room where they can smash, break and destroy the interior contents.

The branding had to reflect the grungy and aggressive nature of the business and so it is reflected in the visual guides and logo.





RAMPAGE
Room



RAMPAGE
Room



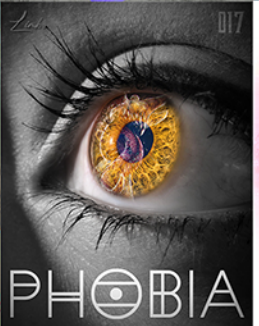
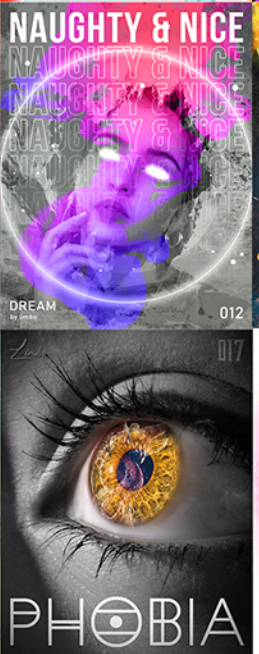
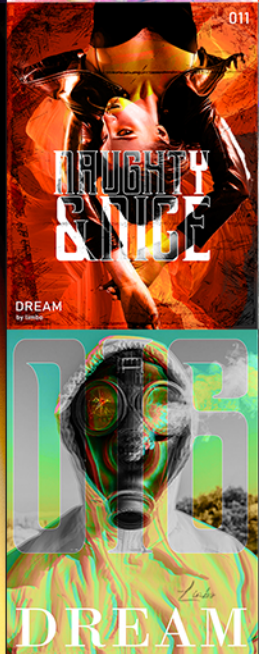
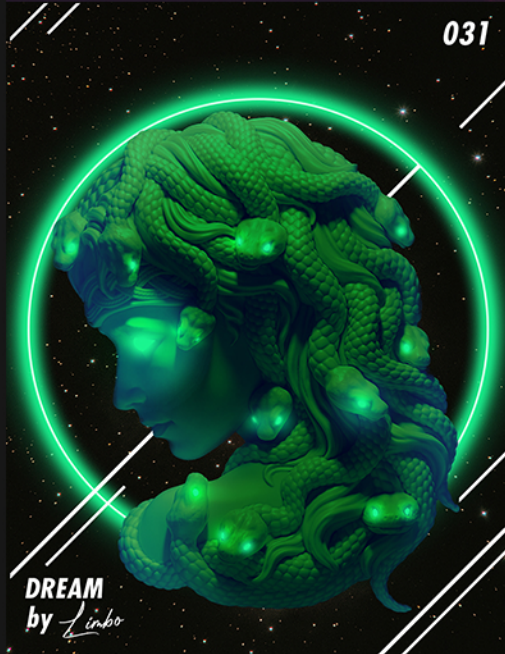
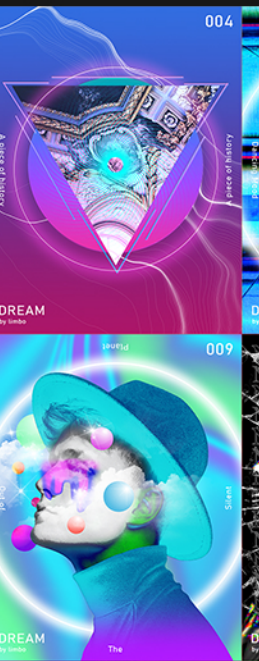
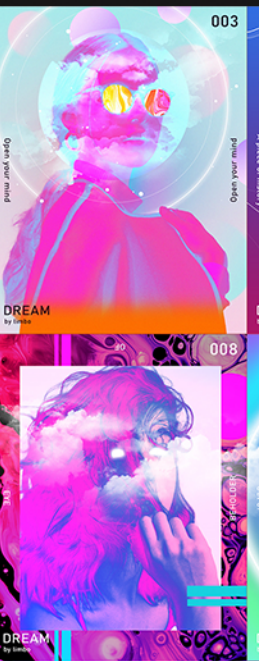
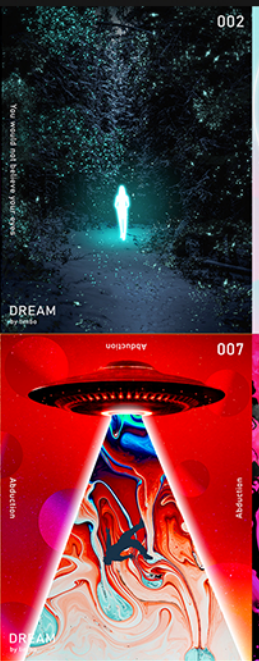
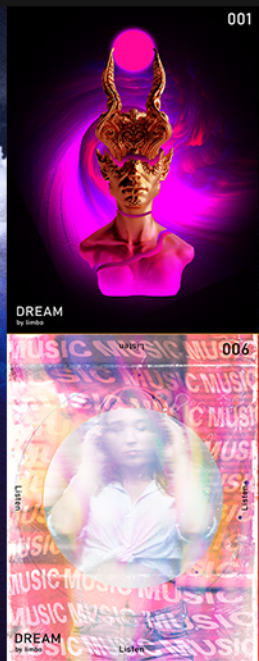
PROJECT FIVE

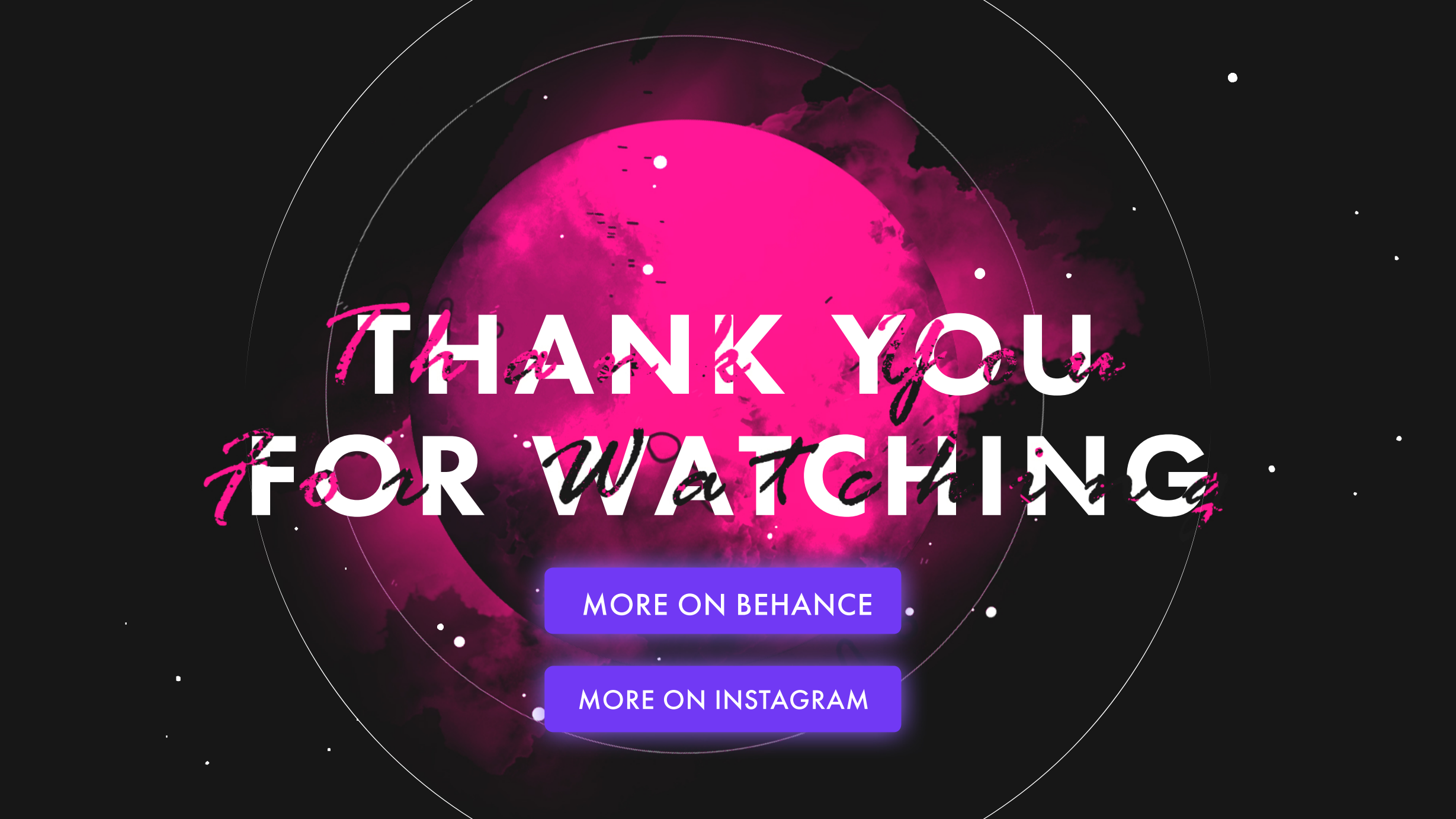
Dream Series

The Dream series is a set of psychadelic posters that were created to explore the range of different effects and styles that can be applied to static imagery. It was a chance to experiment with layouts, imagery and unconventional ideas.

DREAM
by limbo







THANK YOU
FOR WATCHING

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[MORE ON INSTAGRAM](#)