PHIL DAVIS

ART DIRECTOR | GAME DESIGNER | ILLUSTRATOR | LOYALTY, CASINO & PROMOTIONAL PRODUCTS

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PROFILE

Senior game designer and art director with 10+ years building player-facing products across casino, social, and loyalty ecosystems. Known for owning the full design lifecycle, turning ambiguous business goals into scalable game frameworks, and aligning product, art, and tech around clear execution. Especially strong in fast-comprehension promotional games, modular design systems, and production environments where one person needs to create leverage across an entire pipeline.

CORE STRENGTHS

- Game systems design
- Promotional & loyalty products
- Player UX and behavioral design
- Game design documents, flows, and wireframes
- Cross-functional design leadership
- Production pipeline design

EXPERIENCE

Senior Game Designer, Loyalty & Promotional Products

Everi | February 2023 to Present

- Sole game designer owning the full design lifecycle across loyalty and promotional casino products, from concept through release.
- Defined design strategy, standards, and best practices for promotional game development across kiosk and mobile platforms.
- Served as Subject Matter Expert for the Promotional Strategy Group, advising on game selection, mechanics, player engagement, and fit-for-offer strategy.
- Designed scalable families of promotional game systems including Wheel, Deluxe Wheel, Multi-Wheel, and hybrid game integrations optimized for quick comprehension and strong prize anticipation.
- Built around an 8 to 12 second familiarity target to reduce friction and maximize participation on repeat visits.
- Authored comprehensive game design documents covering mechanics, state flows, UI logic, setup considerations, and technical dependencies; produced Figma wireframes to align Product, Art, and Tech Art.
- Led alignment huddles, handoffs, kickoffs, QA feedback, and iteration through release while building reusable frameworks that accelerated future deployments.

Technical Art Director

10 Ton Games | November 2020 to February 2023

- Shipped 23 titles as the core art department inside a skeleton-crew studio, functioning as a full art pipeline across direction, execution, and technical delivery.
- Acted as liaison between artists and Unity developers, translating technical needs into production-ready assets for particles, animation, and Spine conversion.

- Built optimized texture sheets and FX systems for Unity and managed asset delivery across active branches using GitKraken.

Lead Artist

Evolve Softworks | January 2017 to November 2020

- Operated as a one-person production pipeline at a startup studio, simultaneously serving as art director, animator, and audio designer across all titles.
- Shipped nearly 20 slot titles, owning every stage from concept and illustration through Spine animation and audio implementation.
- Created technical art guidance and documentation for contractors and contributed to early non-bingo backend product development.

Studio Art Director

Bee Cave Games, Inc. | January 2013 to April 2016

- Led a team of seven artists in a high-volume social casino studio, directing, mentoring, and contributing hands-on production work.
- Maintained a pace of one complete slot title per week while implementing a staggered pipeline that kept art ahead of development and preserved schedule flexibility.
- Managed internal staff and external partners to support growth, staffing, and cross-platform content delivery.

Designer

Zynga

- Created conceptual and visual design work for Zynga Bingo UI, gameplay features, and slot character animations using Flash, Illustrator, and Photoshop.

Production Artist

Multimedia Games, Inc.

- Created layouts and graphical elements for casino floor slot machine glass and preflighted files for print-ready production.

SKILLS

Design	Game systems design, engagement loops, player UX, behavioral design, state flows, GDD authoring, promotional game architecture
Tools	Figma, Photoshop, Illustrator, After Effects, Spine, Glyph Designer
Technical	Unity, GitKraken, HTML5, CSS3, Flash ActionScript 3.0
Leadership	Cross-functional alignment, team management, design handoffs, QA oversight, contractor management, production pipeline design

Selected career through-line: design systems, scalable frameworks, and high-output execution across small teams and growing product lines.