

Len Allwood

オールウッド レン

2D Game Artist | Visual & Motion Designer



Contact Info
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Languages
English | Native
Japanese | Intermediate

Profile | Designing clear systems for games, motion and iGaming.

I am a visual designer and motion designer with strong experience creating scalable campaign systems, animation-led content and high-volume creative for the iGaming sector.

I combine typography, layout, storyboarding, UI thinking, visual hierarchy and production craft across static, motion and digital formats, and am now applying that background directly to 2D game art through Spirit Chain, an independent Godot project.

Core Skills

2D Game Art, UI & Visual Systems

- Game-ready 2D assets, UI concepts, character and environment direction
- Composition, colour, typography, layout and scalable iGaming systems

Motion, Animation & Storytelling

- Storyboarding, timing, transitions and responsive visual feedback
- Short-form animation and narrative-driven social-first motion

Production, Collaboration & Delivery

- Photoshop, Illustrator, After Effects, InDesign, Premiere Pro and Figma
- Fast-paced cross-functional delivery with creative, copy and motion teams

AI & Workflow Innovation

- Midjourney, Runway and related workflows for conceiving and iteration
- Systems that improve speed, consistency and creative exploration

Project | Game design, art & development | Godot | 2026 – Present

Designing and developing an original 2D game in Godot, applying visual design, character art, UI, animation and game-feel thinking in a playable production context.

- Preparing artwork for implementation inside Godot and iterating through playtesting
- Using AI-assisted development workflows alongside traditional design and animation tools
- Creating original 2D characters, environments, UI concepts and game-ready assets
- Designing sprite-based animation, visual states, transitions and player feedback

Employment | Senior Graphic | Motion Designer

April 2022 – Present • Little Star Media • Milton Keynes

I design and deliver integrated campaign assets across social, digital and motion for a specialist iGaming media environment, with a focus on clarity, scalability, performance and consistent creative systems.

- Developed modular design systems to support high-volume iGaming campaign production across multiple formats
- Translated briefs and strategic direction into clear visual concepts, scalable layouts and motion-ready assets
- Collaborated with marketing, copy, creative and motion teams to align direction and improve workflow efficiency
- Introduced AI-assisted workflows to support concept development, visual exploration and faster iteration
- Mentored designers and won an Innovation Award for a system improving efficiency and scalability



Employment

April 2020 – April 2022 • Orchard Group • **Graphic | Web Designer** • Olney

Orchard Group is a media company specialising in editorial, digital, print design and website creation.

- Designed brand, editorial and digital assets across print and web
- Developed layouts focused on clarity, usability and visual consistency
- Created brand guidelines and ensured consistent implementation across projects
- Worked directly with clients to define requirements and present design solutions
- Produced websites, marketing materials and print-ready assets
- Managed multiple projects while maintaining high standards and deadlines

April 2015 – April 2020 • Cocorolab • **Graphic Designer** • Tokyo

- Designed school pamphlets, newsletters and schedules
- Created interior graphics and vector murals for a new school building
- Produced photography, design and artwork for nursery websites
- Created stage props and visual materials for school events

July – December 2016 • Yoga Smrti • **Freelance Graphic Designer** • Tokyo

- Developed company branding, logo design and visual identity
- Created digital artwork, promotional materials and web assets
- Produced print-ready stationery and business cards
- Designed original mascot artwork and illustrations

June 2012 – October 2014 • Corsair • **Freelance Graphic Designer** • Remote

Provided graphic design support to the global computer and gaming hardware brand Corsair, from web banners and landing pages to large-scale point-of-sale artwork for retailers including PC World and Maplin.

Education	Interests	Tools
BA (Hons) Fine Art Teesside September 2010 – July 2011 Animation and Illustration Foundation Degree Newcastle September 2008 – July 2010	I have a keen interest in Japan and Japanese culture. I love studying Japanese. I am very passionate about its creative industry. I'm also very interested in wildlife, and I regard David Attenborough as one of my personal heroes for his achievements in natural history and film. I also enjoy reading and have found both Ursula Le Guin's <i>Earthsea</i> and Susanna Clarke's <i>Jonathan Strange and Mr Norrell</i> to be very inspirational in my work and life.	Design & Motion Photoshop Illustrator After Effects InDesign Premiere Pro Figma Blender WordPress Elementor Godot AI Workflow Midjourney, Runway, Claude and related concepting tools