



# Slide Games

Case Study

## SuperPocus



## Social Star



## SuperPoke! Pets



While at Slide, I oversaw the art and design department, where I had the opportunity to guide the development of our game properties at many key phases from ideation through post launch support.

**SuperPocus**

# User Interface



Character creator



Store

I had the opportunity to develop the SuperPocus game completely from ideation to launch, personally overseeing every step of the design.

We evolved both the presentation and user interface through a process of rapid iteration. A sample of that evolution is showcased in the following slides.

For key flows like onboarding, we prepared multiple versions for A/B testing with live users, constantly honing the interface based on data.

# User Interface



V1



V2



V3

# User Interface



V1



V2



V3

# Icons



Home



Map



Exit



Apparel



Inventory



Sell

As part of the user interface, I developed a complete set of icons for the navigation and actions available in the game.

The style was an extension of the game art, bringing function without sacrificing the character of the presentation.



# Items



As part of the presentation, I oversaw the art style of the game, working with our internal art team.

I developed sample sets of in game items and assets, and compiled a basic style guide so artists both inside and outside our company could produce in-game goods.

# Items



## Item style guide

### General Rules:

- 2.5 stroke for items
- See example for size of items in relation to character as shown in the scale reference area
- Most items should be designed facing forward, using a very slight angle to show depth:



- For items on angle, use the diamond below for the angle of lines



Chair

### Scale Reference

Actual  
Character  
Size



# Characters

## Professors



Headmaster



Charms



Hexes

I also had a hand in the creation of many of the non-player characters that inhabited the SuperPocus game world. The style of the characters was consistent with the player controlled characters developed by our art team.

# Branding and promotion



Finally, I oversaw the creation of external assets supporting the game, from the game branding to online promos and advertising.

**Social Star**

# User Interface



Original



Redesign

Social Star was a game Slide acquired. My team was tasked with upgrading the user interface to improve the experience and match our other games.

# Iconography



Outside of art and UX direction, I personally redesigned the icon set for the interface to be more coherent and clear.

The final set visually complemented the style of the game world and refined the legibility of key actions within the interface.

# SuperPoke! Pets

# User Interface



Original



Redesign

SuperPoke! Pets was an older game that remained popular throughout the lifetime of our game offerings.

Together with the original development team, I led the effort of updating and streamline the aging interface to improve the user experience and match the patterns established in our later games.

**Unreleased games**

# Introduction

As manager for the design department, I was responsible for leading development on new game concepts.

The following are samples of a few of my favorites that never made it to full production.

# Untitled spy game

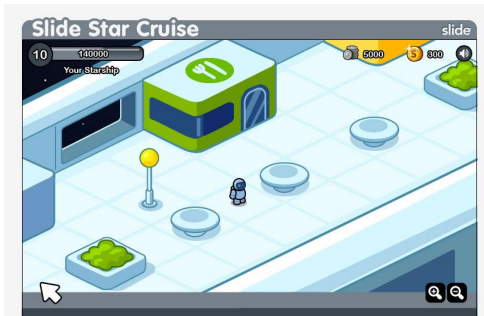
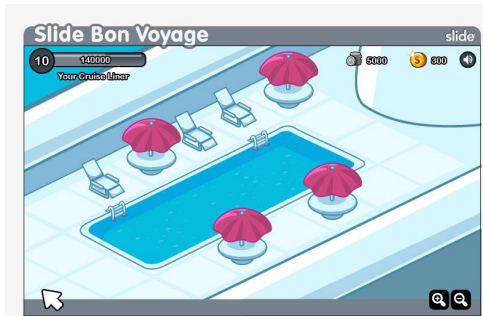
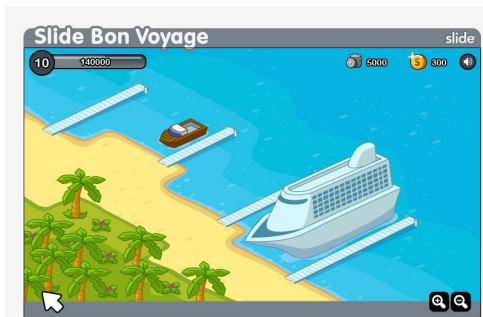


In this game concept, players would join a community of spies working together to solve missions and create a leading global agency of intrigue.

Players create an avatar, embark on a variety of missions, some solo, some co-op, some player-vs-player and rise upward through the spy ranks, upgrading their appearance and secret lair.

I and my team drafted the pitch and created assets and prototype flows for presentation to leadership.

# Untitled cruise ship game

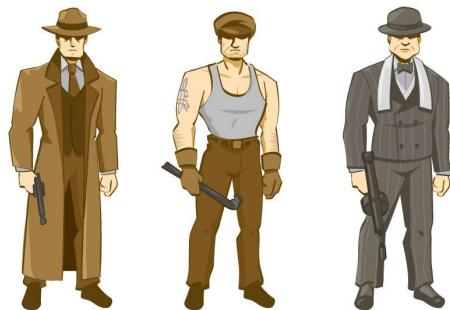


In this game concept, players would start a cruise line, upgrading their vessel to keep travelers entertained and satisfied.

While the core game mechanics were defined by our game designers, my department had the freedom to explore the setting and we explored a range of options from the real world to more fantastical takes.

I provided the art and mocks for the final pitch presentation to leadership.

# Untitled prohibition game



In this game concept, players would enter the turbulent era of prohibition in 1920s Chicago, to rise up the ranks of mobsters or law enforcement.

I and my team were tasked with concepting the art style and presentation to convey the mood of the setting and game direction.



# Thanks!

See more samples of my work at  
[www.stationzero.org/kylehoyt](http://www.stationzero.org/kylehoyt)