



UI & Game Artist (Mid–Senior Level)

ABOUT US

Sing King is on a mission to delight millions of singers around the world through our portfolio of games and singing experiences across multiple platforms.

Our successful flagship YouTube channel welcomes over 13.5 million subscribers and 25 million unique viewers each month, and along with our latest Mobile Game release we are continuing to build innovative and exciting products that spread joy to singers wherever and whenever they sing.

We are a team of music lovers, game enthusiasts and entrepreneurial spirits. We are passionate about our vibrant and growing community of global singing fans. This is a unique opportunity to play a key role in the growth of an ambitious, nimble and fast-growing game and music entertainment business. Join us!

ABOUT THE ROLE

We're looking for a Mid–Senior UI & Game Artist to shape the expressive, joyful visual identity of our singing games. This is a hands-on creative role blending thoughtful interface design, lively 2D art, and Unity implementation to make every tap, transition, and reward feel great. You'll help define how our games look and respond, from the first menu screen to the last sparkling lyric.

You'll work across both live games and new prototypes, collaborating closely with Game Design and Engineering. Some days you'll be blocking out UI flows in Unity, other days you'll be polishing a custom character pose or animating a feedback effect. We're a small, fast team giving you space to contribute your style, shape our game feel, and help players fall in love with how our games look and move.



WHAT YOU'LL DO

- Design expressive UI for menus, HUDs, and player flows
- Create 2D assets: buttons, icons, badges, characters, and more
- Animate UI transitions, feedback FX, and in-game reactions
- Implement your work in Unity (canvases, prefabs, animation tools)
- Collaborate with Design and Engineering from idea to polish
- Support both live feature updates and new gameplay prototypes

WHAT YOU'LL BRING

- 3–5+ years of experience as a UI/Game Artist on successful mobile titles
- Shipped multiple mobile games, ideally free-to-play or live titles
- Strong UI art skills
- Unity UI implementation experience (Canvas, prefabs, animation, etc.)
- Skilled in 2D art tools (e.g. Photoshop, Illustrator, Figma)
- Experience creating art for a range of screen sizes and resolutions
- Familiarity with animation and visual feedback (e.g. using Unity's Animator or tweening tools)
- Comfortable working in small, cross-functional teams and taking initiative

BONUS POINTS

- Experience with rhythm/music/singing games
- Motion graphics or VFX experience (e.g. Spine, After Effects, Unity particles)
- Character or illustration skills
- 3D modelling experience for stylised avatars or accessories
- Familiarity with shaders or performance optimisation
- UX wireframing or early flow design
- Cross-platform experience (TV, WebGL, console)



HOW WE WORK

- We're a small team, so we move fast and experiment often
- We believe in creative exchange and collaborative ownership
- We prioritise ideas that make our players feel something - joy, energy, expression
- We operate a hybrid working policy at Sing King and expect a balance of in office and home working for this role - our office is in Farringdon, London
- We offer a competitive salary and benefits package

We're committed to building a diverse and inclusive team. We strive to create an environment where everyone feels they belong, and we welcome applications from people of all backgrounds, experiences, and identities. If this role excites you, we encourage you to apply, even if your experience doesn't align perfectly with every requirement.