

## Profile

I have eleven years' experience as a Lead Game Designer and contractor. I have successfully delivered fourteen products ranging from £1.1m to £2.3m, leading the design process with up to 40 staff at multiple locations. I have worked with big clients such as Sony and Disney on casual gaming IP including EyeToy camera games and on prototype Kinect games. I have outstanding IT skills and a thorough understanding of the connected world.

## Achievements

- Two **Bafta Nominated** Projects
- **Disney Sing It** series (22 skus) 20 staff, 8 month development, over 4 million units sold
- **Sony EyeToy** series, 40+ staff, 12 month development, over 7 million units sold
- 14 completed projects ranging from 8 to 18 months duration

## Key Skills & Experience

### Professional Game Design Contractor

- Leads concept creation, evangelises the game and collaboratively evolves the design
- Works closely with stakeholders to create a feasible development schedule and an achievable scope
- Stays on top of risks as a priority, proactively mitigates and keeps the development team and management apprised
- Initiates quality reviews, assesses progress and critiques builds producing prioritised action points
- Inspires development staff while ensuring consistency, quality and timeliness when meeting targets
- Creates document templates and manages document/data file structure where necessary

### Client & Customer Relations

- Maintained active working relationships with clients across multiple time-zones including Disney & Sony
- Skilled in capturing requirements, collaboratively evolving concepts, exceeding expectation and managing risk

### 'Casual' Gaming Expert

- Has been creating casual games for six years (18months before the release of the Wii)
- Experienced with camera games – has lead the design on over 120 mini-games for EyeToy
- Worked with Prime Sense prototype on game applications for what was to become the Kinect camera

### Agile Project Practitioner

- Experienced with *Scrum* Agile project management methodologies
- As *Product Owner*, created and maintained the project backlog and set sprint goals
- Acted as *Scrum Master* for multiple teams at once
- Supported and encouraged team members to manage their own tasks and time
- Scheduled, tracked and updated tasks on a daily basis to achieve sprint goals

## Employment History

<b>Zoë Mode Ltd.</b>	2005 - 2010	<b>Lead Designer</b> <ul style="list-style-type: none"><li>Responsible for the overall design of seven projects</li><li>Worked with various publishers including Disney in LA and Sony in Soho</li><li>Managed the design team across two studio locations</li><li>Generated wireframes, flow charts &amp; exhaustive asset lists for every screen and process in the game</li><li>Maintained localisation across all SKUs in 7 languages</li></ul>
<b>Videogame Consultant</b>	2004-2005	<ul style="list-style-type: none"><li>Rapidly integrated with new teams, projects and design philosophies</li><li>Swift problem identification, negotiated resolution and project stabilisation</li><li>Produced exhaustive documentation and managed handovers to allow the design to be implemented after contract completion</li></ul>
<b>Elixir Studios Ltd.</b>	2001-2004	<b>Senior Designer</b> <ul style="list-style-type: none"><li>Worked closely with the producer to generate art asset lists and programming task lists, accounting for design dependencies in the production cycle and ensuring that each milestone contained visible deliverables</li><li>Fielded questions from publisher's in-house designer in conference calls and via email</li><li>Wrote and edited 10,000 word script, localised across 15 languages</li><li>Used Access databases to create the in-game daily routines for 3 cities of people</li></ul>
<b>Creature Labs Ltd</b>	1999-2001	<b>Game Engineer</b> <ul style="list-style-type: none"><li>Wrote and maintained Master Design Document and revisions</li><li>Interfaced with artists and programmers to overcome minimum specification limitations</li><li>Mapped and implemented levels using proprietary tools</li></ul> <b>Quality Assurance Technician</b> <ul style="list-style-type: none"><li>Responsible for expediting test plans for several products simultaneously. Liaised with programmers and producers to overcome issues</li></ul>

## Qualifications

<b>Long Road College</b> Cambridge	2001	<i>HNC Business (two modules)</i> Marketing Intelligence and Business Law
<b>In House</b> Cambridge	1999	<i>Unified Modelling Language (UML)</i> Training course
<b>Middlesex University</b>	1999	<i>Joint Honours B.Sc.</i> Artificial Intelligence & Psychology (Lower Second Class Award)
<b>Stand College</b> Whitefield, Manchester	1995	<i>A-Level</i> General Studies, French, Psychology and English Literature.

**Karaoke Games**



November 2009      Summer 2010      Holidays 2010

**CAMERA: First Person Sword Game**



Holidays 2008

**Disney Sing It Lead Designer**

- Responsible for the overall direction of the project
- Generated wireframes, flow charts & exhaustive asset lists for every screen and process in the game
- Managed the design team across two studio locations
- Pioneered the well-regarded 'Sing It Pro' a responsive, interactive vocal coach
- Maintained localisation across 22 SKUs in 7 languages
- Ensured slick TV music station presentation suffused the entire experience

**EyeToy™ Play: Hero Lead Designer**

- Responsible for the overall direction of the project and owned the Product Backlog
- Oversaw five parallel teams making up to 8 different mini-games per month
- Managed the relationship with Sony's internal production staff
- Wrote and maintained the 120-page design document, critical game flow charts and 'vision' posters
- Critiqued all games for quality and compiled lists of changes and improvements in a prioritised way
- Scripted gameplay behaviour

**Camera Party Game**



**EyeToy™ Play**

Lead Designer  
 SCEE 2007 | Zoë Mode

**Nu Skool Arcade Revival**



**PS3 'Home' Arcade**

Co-Lead Designer  
 SCEE 2007 | Kuju Brighton

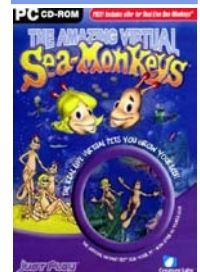
**Strategy**



**Republic: The Revolution**

Assistant Designer  
 Eidos 2003 | Elixir Studios

**Sims Underwater**



**T.A. Virtual Sea-Monkeys**

Design | A-Life Design  
 Just Play 2001 |  
 Creature Labs

**Arcade Update**



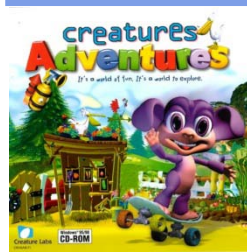
**Ms. Pac-Man**  
 Game Engineer  
 Infogrames 2001 |  
 Creature Labs

**Kids' Artificial Life – Pet Game**



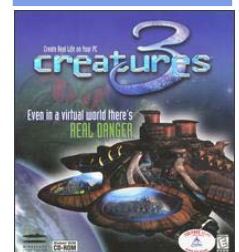
**Creatures Playground**  
 Additional Design  
 Havas 2000 | Creature Labs

**Kid's A-Life**



**Creatures Adventures**  
 QA Tester  
 Mindscape 1999 |  
 Creature Labs

**A-Life Sim**



**Creatures 3**  
 QA Tester  
 Mindscape 1999 |  
 Creature Labs