

Joseph Marks-Chadwick

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WORK EXPERIENCE

Outplay Entertainment

03/2023 – Present

Junior Content Designer - Angry Birds: POP!

- Primary role as a content designer in a fast-paced agile environment, efficiently creating over 20 levels every 2 weeks using in-house tools and using guidance from company best practices to meet stakeholder expectations. Developed over 580 levels to date and co-manage monthly live-ops to ensure timely delivery for over 20 events.
- Utilised A/B tested design principles to increase user retention and revenue per daily active users. A/B tests included...
- Leading the content creation processes, becoming the point of contact for any content related issue and inquiries from other departments, including production, code, art, quality assurance and product management.
- Developed a brand new competitive race event from the ground up to meet the stakeholder's specifications to increase engagement, in-app purchases and improve conversion. This involved outlining initial ideas, creating design documentation and leading example mapping sessions.
- To support department OKR of prioritising live content, I designed a team-wise process that compared level pass rate analytics with expected values to rebalance levels that fell outside of target parameters.
- Onboarded another designer to become proficient and independent with creating new levels and following the project's best design practices.
- Actively learned through training to be more proficient in various tools such as Confluence, Amplitude, Figma and Unity.
- Acting council representative for my team to give feedback on company operations to the CEO and HR in a monthly council meeting.
- Volunteered as a mentor for Abertay University, giving industry insight to second year students.

Hyper Hippo Entertainment

09/2021 – 03/2022

Paid Contractor / Designer – Unreleased Project

Remote

- Oversaw design on a team of six for an unreleased PC and mobile project, developing documentation, project plans, outlining concepts and deliverable specifications which allow for the six month deadline to be met with time to spare.
- Created the initial game design documentation and oversaw the project from the greenlight to completion.
- Worked cross functionally with art, production, and programming teams to design brand new game elements and optimise quality for better player experiences.
- Managed project requirements and accomplished objectives by self-monitoring progress and promptly solving issues, such as successfully changing core gameplay a week before the deadline due to negative feedback.

Club Penguin Rewritten

02/2017 – 05/2020

Game Designer / Co-founder

Bournemouth, Dorset

- Co-founded Club Penguin Rewritten in college and helped grow the player base from 0 to over 11,000,000.
- Assisted in building and enhancing the in-game economy to aid in building a robust cost style and stable economy.
- Balanced and adjusted gameplay experiences to increase critical and commercial success of the product.
- Designed free-to-play systems which led to sustainable growth, resulting in a steady 60% 1-day retention rate and a 7-day retention rate of 19% through my time working on this project.
- Saw a steady growth of players throughout the three and a half years, with an average of tens of thousands of players playing every single day.
- Oversaw all creative decisions for weekly content updates over three and a half years, totaling over 280 updates, including weekly content, special events, economy adjustments, and new gameplay mechanics.

- Overcame technical limitations of the engine to allow for high quality content to be delivered.
- Engaged with tens of thousands of regular players to gather feedback within the community and implement new ideas in an efficient and effective way.

EDUCATION

Bournemouth University

BSc Hons Game Design

July 2022

Bournemouth, Dorset

- Graduated with first class honours.

SKILLS

- **Software:** Confluence, Jira, Unity, Figma, Trello, Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Adobe Animate, Adobe Photoshop, Autodesk Maya, Substance 3D Painter.
- **Skills:** Content Design, Systems Design, Level Design, UI/UX Design, Live-Ops, Analytics and Problem-Solving, Drive and Initiative, Game Design Documentation, Planning and Coordination