

Joseph Marks-Chadwick

Joemarkschadwick@outlook.com ❖ +447930333307 ❖ Dundee, Scotland

WORK EXPERIENCE

Outplay Entertainment

03/2023 – Present

Intermediate Designer - Angry Birds: POP!

- Point of contact for LiveOps and level creation processes, taking full ownership of the Angry Birds Pop's 10,000+ levels, over 15 different events and regular rebalancing processes to ensure that our retention and engagement doesn't decline.
- Working closely with Product Management to run experiments that ensure the longevity of the game, this has included an experiment to test interstitial ads within Tier 1 countries, level sawtooth experiments and FTUE experiments to reduce early churn.
- Worked with production, programmers, artists and product managers to define the criteria for the game's regular events, such as leaderboard events, sidemaps, win-streaks, sales and the monthly season pass.
- Point of contact for the outsourced QA, helping to assist them in their daily tasks.
- Worked closely with Rovio to ensure that our vision is aligned with the core Angry Birds brand.
- Acting as a 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

Freelancer / 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

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

- 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