

Joseph Marks-Chadwick

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WORK EXPERIENCE

Hyper Hippo Entertainment

09/2021 – 03/2022

Paid Contractor – Game Designer

Remote

- Oversaw the creative process between a small team of six people on an unreleased/unannounced project for PC and mobile platforms.
- Developed documentation and project plan outlining concept, art, deliverable specifications, and overall content which allowed the project to meet the six-month deadline with additional 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 optimize quality for better player experiences.
- Completed tasks efficiently and met the deadlines for the weekly progress meetings.
- Balanced and adjusted gameplay mechanics to increase critical and commercial success of the product. Spent two weeks QA testing the project with the game being played by over a dozen industry veterans to give valuable feedback.
- 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

Bournemouth, Dorset

- Co-founded Club Penguin Rewritten in college and helped grow player base from 0 to over 11,000,000.
- Quantitative research to troubleshoot and improve content quality for active player base.
- Assisted in building and enhancing the in-game economy to aid in building a robust cost style and stable economy.
- AB tested design features to ensure across dozens of play-testers to develop novel features that improve player engagement.
- Designed free-to-play systems which led to sustainable growth, resulting in a steady 60% 1-day retentions rate and a 7-day retention rate of over 10% 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 pertaining to weekly content updates over a three-and-a-half-year period, which came up to over 280 updates, this included special events, the creation of new non-investment resources and brand-new gameplay mechanics.
- Balanced and adjusted gameplay experiences to increase critical and commercial success of the product.
- 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

July 2022

BSc Hons Game Design

Bournemouth, Dorset

- Graduated with first class honours.

SKILLS

- **Software:** Adobe Animate, Adobe Photoshop, Unity, Unreal, Autodesk Maya, Substance 3D Painter, Trello, Evernote, Microsoft Word, Microsoft Excel, Microsoft PowerPoint.
- **Skills:** Game Development, Economy Design, Level Design, Communication, Analytical and Problem-Solving, Teamwork, Drive and Initiative, UI/UX Design, Game Design Documentation, Planning and Coordination