COMP3014 Personal Strategy/Release Plan

Developer: *Morgan Hodge*
Role: Creating an online portfolio and a well-structured LinkedIn account to help land myself a job within the game development industry

Product/asset/Service: *Portfolio Website*
Linked In: https://www.linkedin.com/in/morgan-hodge-860854256/
Product or Portfolio URL: https://morganhodge.netlify.app/
Miro Board Link:
https://miro.com/welcomeonboard/S3dCNUo3QWZlZHdXZUIjVGt2eU0ybGpVM0Z5dFZObllpbHMzYk11UkRuOGtqSzNOYU1EYXZ2U1FKU2Fnb2NHdm9KRkw2MmswMFIJWVVwRVR4K1ZlR3cvcTVxWTBXU0NWQi9kZ1pOb3VYL0xFUkt1OXgxQlQrdGtEtEV21jaExkK3JhWWluRVAxeXRuUUUgwWDl3Mk1qRGVRPT0hdjE=?share_link_id=404723244440
OneDrive Link: 3014
Trello board Link: **https://trello.com/invite/b/678e3b33bbadabd0851051b5/ATTI1dbc9c8955d9661f5d7c50e59f28840cD07609FB/3014**

Summary of Previous Prototype or Experience

Throughout this module I am aiming to build up my professional profile and become a desirable employe, I want to achieve this because it will help me secure a job after I graduate. To do so, I will start by creating a presence on LinkedIn and building up my profile. Prior to this module I did have a LinkedIn account. However, it was very lackluster, there was nothing on it and I had 0 connections. In this module I need to fill out my profile with Work experience, Skills, Interact with the industry through posting and commenting, and connect with people in the industry. With a strong Linkin profile established I can use this as a tool to work my way into the Games Development industry, I will be able to interact with other developers and make connections with them.
There are always plenty of job opportunities in the games industry on LinkedIn. By having a profile and actively engaging with job postings, I increase my chances of securing a job compared to not having a LinkedIn profile at all. I will also be posting content on LinkedIn, such as updates on events I attend and progress on projects I am working on. This will showcase my achievements and development to my game developer connections, helping me gain visibility in the industry and potentially create more connections and opportunities.

Another way to build my professional profile is by creating a portfolio website, which will serve as a central hub where employers can learn more about me. The website will include an "About Me" section, details about my skills, a showcase of my projects, and a "Contact Me" section. All my previous projects, both from university and personal projects, will be displayed on the site, allowing visitors to see the full extent of what I am capable of.
When this site is done being created and is live, I will be able to attach the link to my social handles so that anyone can have quick and easy access to the site. This will be especially useful on my LinkedIn profile bio, and my GitHub profile readme.
During this module I will also need to research into how to launch and host a website, as I do not have any prior experience of this. I need to find something that is free, and does not negatively impact my site by including adds etc.

The great thing about choosing this as my project is that with building my LinkedIn profile and creating a portfolio website, even if my primary goal of securing a job in the game industry doesn't work out and I need to explore opportunities in a different field, I will already have a strong foundation in place. My portfolio site will still showcase my skills and projects, and my LinkedIn profile will reflect my professional presence.

This solid background will make it easier for me to transition into other sectors, such as web development, and improve my chances of finding a job if games development doesn't work out.

SMART Objectives

<Please Find My SMART Objectives Broken Down HERE>

Secure a junior game developer role within 6 months by improving my portfolio, applying to 5 jobs per week after the month of April, networking consistently, and refining my skills. I will track my progress monthly and adjust my strategy as needed, ensuring I remain competitive in the job market. This will be achieved by the end of July 2025.

To build a strong and competitive portfolio that showcases my game development skills effectively. This will include completing two high-quality portfolio projects by the end of March, ensuring my website is polished and industry-ready, and having my resume and LinkedIn fully updated by the end of February. I will track progress by setting milestones, seeking feedback from industry professionals, and iterating on my projects to ensure they reflect my best work. By doing so, I will increase my chances of securing interviews and stand out in the job market. I will have the portfolio built and finished by March 31st.

Establish a strong industry presence by actively participating in game development events, both online and in-person. By April 21st, I will have attended at least five events, made at least 15 new connections, and engaged with industry professionals on LinkedIn. Long-term, I will continue attending events regularly to expand my network and create more career opportunities.

Establish a strong and professional online presence that increases my visibility in the game development industry. Within six months, I will optimise my LinkedIn profile, engage consistently with professionals, and share relevant content weekly. Success will be measured by increased profile views, connections, and interactions, as well as potential job opportunities and industry recognition. I can't set a timeframe on when I will be done with this as I aim to engage with the industry for the foreseeable future, but I aim to complete filling the content on the profile and make at least 100 connections by the 21st of April.

SWOT Analysis

< Please Find Screenshots of My SWOT Analysis [HERE](#) >
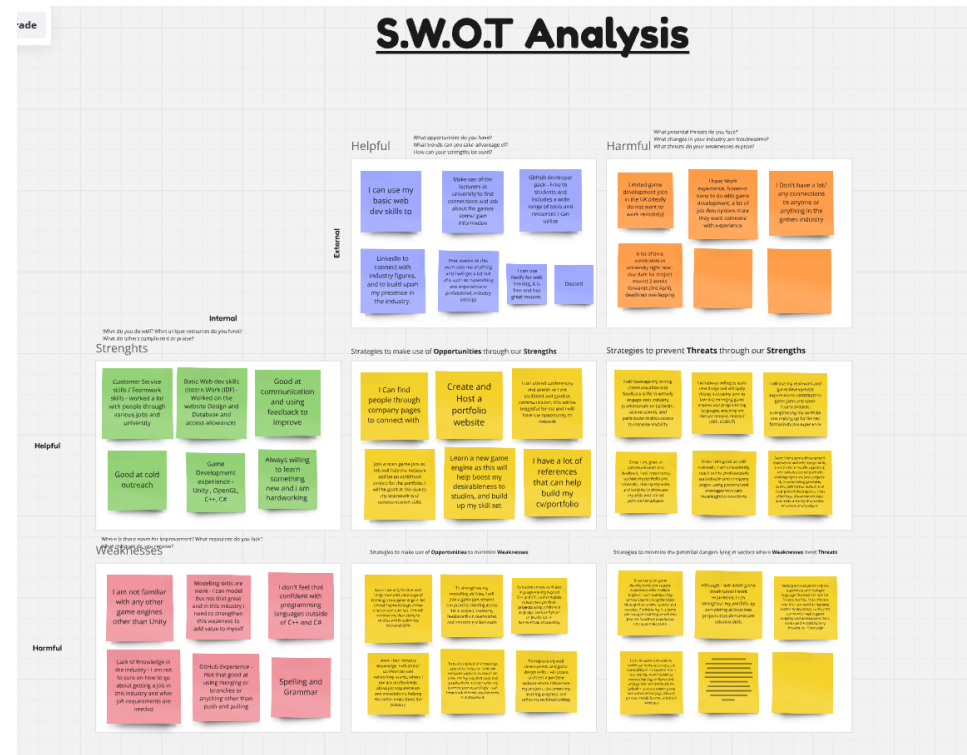
SWOT analysis was beneficial as a tool to help identify key areas for improvement as it highlights my strengths, weaknesses, as well as my opportunities and threats. It ultimately allowed me to make better informed decisions by identifying my internal advantages and challenges, while also assessing the external threats through weaknesses. One of the Key benefits to using this planning tool was that it encourages critical thinking, it requires a deep evaluation into every factor, hence the large amount of analysis boxes. This helps to identify potential risks and areas for improvement while also making use of the positives by critically analysing them and outputting a solution to mitigate these threats and weaknesses.

Mind Map

Mind mapping was a useful tool as it helped me visually organise my thoughts, break down complex sections, and set clear goals, by mapping out my plans, I was able identify key areas that needed working on such as the subsections I need to work on for "Things I can put in my portfolio:
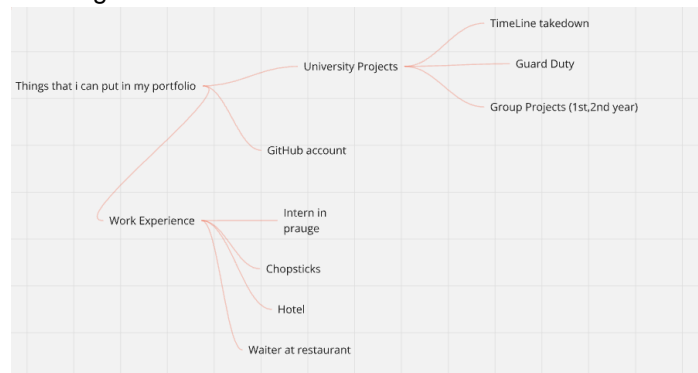
To refine my approach, I created two smaller mind maps, one for my portfolio and another for industry engagement. This decision required critical thinking, as breaking my goals into two focused maps allowed me to dive deeper into each aspect. My Portfolio mind map helped me plan to structure my website, and my industry engagement mind map guided me in planning to build my LinkedIn presence, networking, and finding opportunities within the game industry.

These smaller mind maps also allowed me to branch off and plan for backup options if my goals changed, such as if I wanted to change industries, or go down a different path within the games industry. They also allowed me to justify each goal, I could branch off and write down why I needed to do this and how it would help me within the games industry.

User Story Map

< Please Find Screenshots of Full User Story Map HERE, Aswell as Goals HERE >
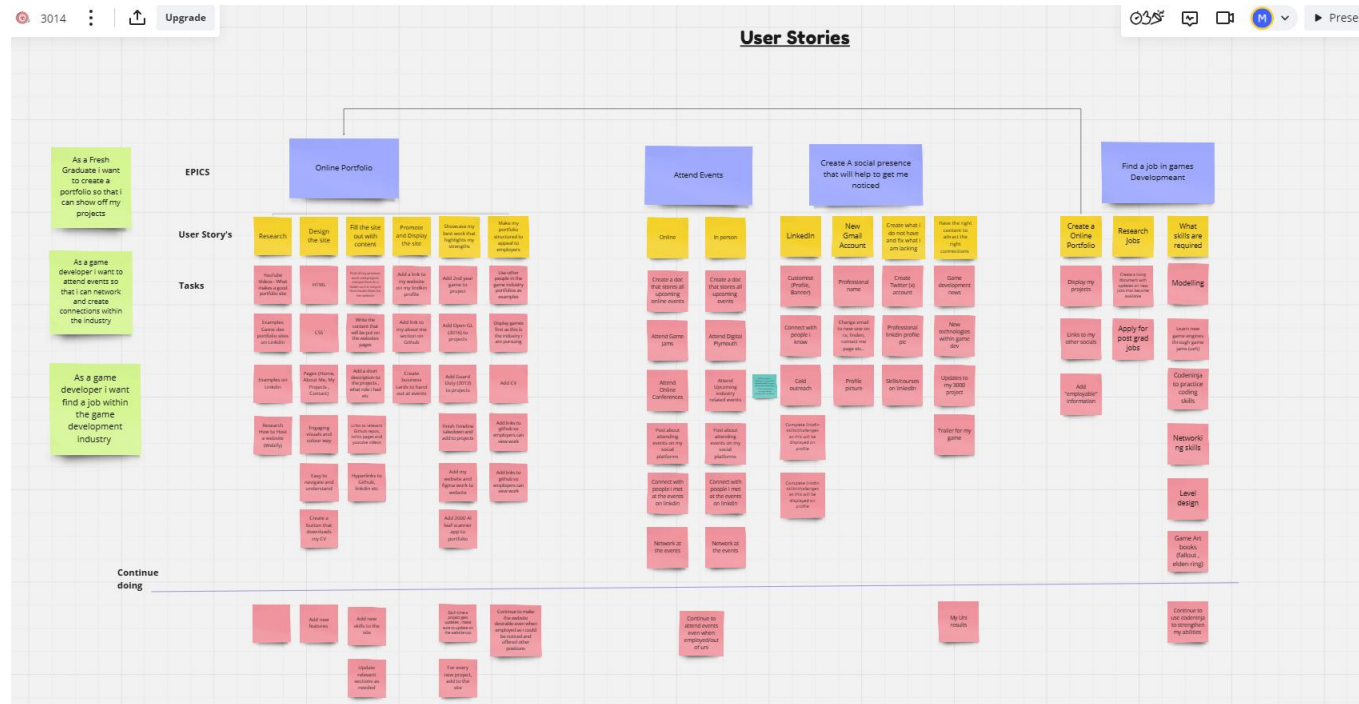
I created Goals and then used them to create my user story map. User story maps are valuable because they provide a clear, visual structure for planning and organising tasks, helping break down my user stories goals into manageable steps.

Timeline

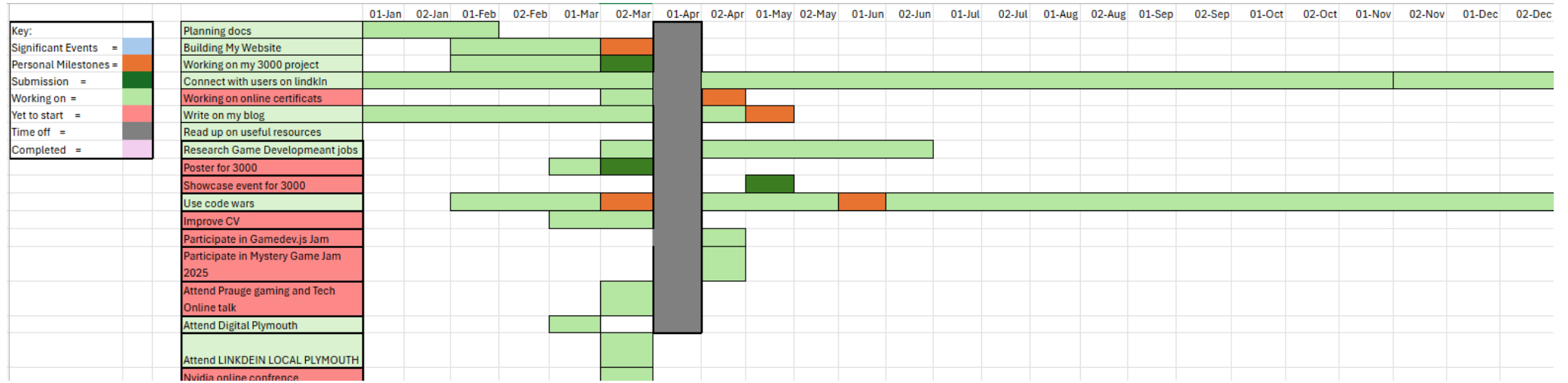| Key:				01-Jan	02-Jan	01-Feb	02-Feb	01-Mar	02-Mar	01-Apr	02-Apr	01-May	02-May	01-Jun	02-Jun	01-Jul	02-Jul	01-Aug	02-Aug	01-Sep	02-Sep	01-Oct	02-Oct	01-Nov	02-Nov	01-Dec	02-Dec
Significant Events	=		Planning docs																									
Personal Milestones	=		Building My Website																									
Submission	=		Working on my 3000 project																									
Working on	=		Connect with users on lindkln																									
Yet to start	=		Working on online certificats																									
Time off	=		Write on my blog																									
Completed	=		Read up on useful resources																									
			Research Game Developmeant jobs																									
			Poster for 3000																									
			Showcase event for 3000																									
			Use code wars																									
			Improve CV																									
			Participate in Gamedev.js Jam																									
			Participate in Mystery Game Jam 2025																									
			Attend Prauge gaming and Tech Online talk																									
			Attend Digital Plymouth																									
			Attend LINKDEIN LOCAL PLYMOUTH																									
			Nvidia online confrence																									

Road Map

< Please Find The Full RoadMap *HERE* >

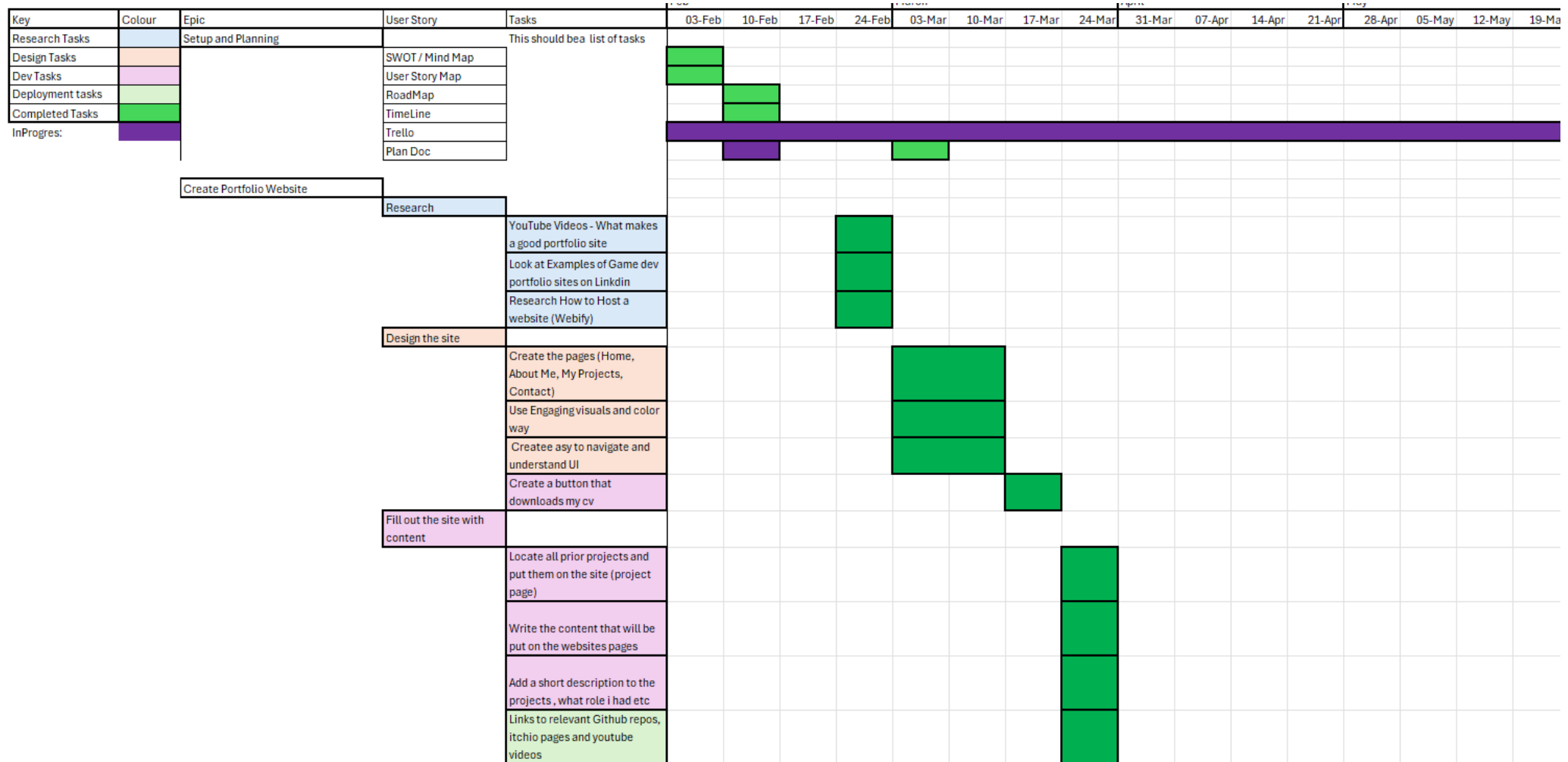| Key	Colour	Epic	User Story	Tasks	03-Feb	10-Feb	17-Feb	24-Feb	03-Mar	10-Mar	17-Mar	24-Mar	31-Mar	07-Apr	14-Apr	21-Apr	28-Apr	05-May	12-May	19-Ma
Research Tasks		Setup and Planning		This should be a list of tasks																
Design Tasks			SWOT / Mind Map		▓															
Dev Tasks			User Story Map		▓															
Deployment tasks			RoadMap			▓														
Completed Tasks			TimeLine			▓														
InProgres:			Trello		▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓▓																
			Plan Doc		▓			▓												
		Create Portfolio Website																		
			Research																	
				YouTube Videos - What makes a good portfolio site					▓											
				Look at Examples of Game dev portfolio sites on Linkdin					▓											
				Research How to Host a website (Webify)					▓											
			Design the site																	
				Create the pages (Home, About Me, My Projects, Contact)							▓									
				Use Engaging visuals and color way							▓									
				Create easy to navigate and understand UI							▓									
				Create a button that downloads my cv								▓								
			Fill out the site with content																	
				Locate all prior projects and put them on the site (project page)											▓					
				Write the content that will be put on the websites pages											▓					
				Add a short description to the projects , what role i had etc											▓					
				Links to relevant Github repos, itchio pages and youtube videos											▓					

The roadmap Is one of, if not the most important living document as this is a high-level view of my plan, it incorporates all key events, tasks and activities. I will continue to develop on this roadmap throughout the modules duration and I intend to continue adding to it once I have graduated as this is a really useful tool.

Summary and Action Plan

My main goal now having completed the analysis is to start developing the portfolio website. I want to create a well-structured site that is clean and easy to navigate, I plan to display all my work that I am proud of and what I believe will help me stand out within the Game industry. The projects displayed will include all my past game development work such as Guard Duty, Timeline Takedown (once completed), my second-year game as well as any game jams I complete during this time. I also intend to include other pieces of work such as my AI projects, my website development projects and my Cyber security projects as I believe this will be useful if I ever decide to switch jobs or if I decide to go down a different job route.

There are a few methods of creating websites, such as WordPress, Squarespace and creating it yourself from scratch using html, CSS and java. I believe that as a game developer and computer science student, it would be good for me to create the website myself using html. I have decided to do this as it will not only strengthen my web development skills and give me full creative freedom, but it will also impress employers even more knowing that I created the whole site myself. As I previously said I will be getting all the content for the project page from my past university projects, so I will already have plenty of content to flesh it out with.

When creating my user story and mind map, I broke down the stages of how I will be creating the online portfolio, and it became apparent that I will need to figure out a way to host the site. I did some online research into ways of hosting a website for free, and I found a service called Webify and Hostinger. Each service had its pros and cons but I decided on Webify as I spoke to someone who uses their free services and highly recommends them. By march the 31st I will have my portfolio website live and ready to show off and at this stage I will be looking to ask an employer on the game development discord server (* https://discord.com/invite/gamedev) for feedback on my website.

I believe this website is needed for my goal of becoming a game developer as after research into the industry I found that most game developers (and other computer developers) have their own portfolio website. I wanted to make sure I was at no disadvantage by not having one. I researched into what makes a good portfolio website within the game design industry and I have evidenced that within my planning documents. An advantage of this research is that I have realised even if my goals change in the future and I want to change job roles or change industry, my portfolio website will still be useful as I can easily add to it and all the previous projects and work will enhance my skillset.

In order to establish a strong and professional online presence i will be working on building up my LinkedIn profile. I am going to dedicate at least 30 minutes a day using the platform to engage with the industry's content, such as interacting with posts about new technology's and developer's new games. I am going to be posting about events I will be attending such as Digital Plymouth and the networking event the university is hosting, with the aim of gaining attraction from any other users that will be attending. With this I can then create connections with other developers.

Once I have finished developing my website and when my LinkedIn profile is complete, I will be using the Games development discord server to gain feedback, I plan to put out a post asking other fellow developers for their thoughts and feedback on what I can do to improve. I want to gain the attention of a games industry job recruiter and ask for their feedback too but i am yet to discover how i can gain the attention of someone of that status. I plan to do this as their feedback is extremely valuable to a fresh graduate like me as I have no actual experience in the games industry yet and these people do so they will be more experienced than me and know what recruiters are looking for.

I am actively working on engaging in the industry, starting with my attendance at Digital Plymouth on March 6th. This will be my first industry event, and I plan to attend more in the future, updating my timeline and roadmap as new opportunities arise. At this event, I will focus on networking with industry professionals, making meaningful connections that I can continue to engage with on LinkedIn.

Beyond game development, these experiences will be valuable in any career path I pursue. Attending industry events demonstrates my initiative, commitment to professional growth, and willingness to build relationships within the field. This proactive approach will not only expand my knowledge and opportunities but also showcase my dedication to staying connected and engaged with the industry.

By the end of this module, I will have successfully created and launched a professional portfolio website using Webify, showcasing my best work and skills in game development. Additionally, I will have built a well-structured LinkedIn profile with over 100 meaningful connections and an active presence through regular posts. These two key achievements will not only enhance my online visibility but also allow me to engage with industry professionals, stay informed about trends, and demonstrate my expertise to potential employers. By actively networking and showcasing my work, I will significantly improve my chances of securing a role within the game development industry.

After the module is completed, I will still be frequently updating the website each time I complete a game jam or a piece of work as this will only help to strengthen myself as a desirable employee. I will also be continuing to post frequently on LinkedIn and making connections when I can. I am also going to be attending many more events in the future whenever I get the chance, even if I land a job, I still will be attending these events as it will help me grow as a game developer and make even more connections.