

# Michael S. Lounsbury

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## SUMMARY

Versatile mobile Game Designer with experience including; Product Management, System Design, Game Design, Paper Prototyping, Scripting, Balancing, and Economy Design.

## WORK EXPERIENCE

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Cloudcade, San Francisco, CA

Nov. 2019 – Feb. 2020

### Senior Game Designer

Our studio opened a new office in China to take over the production of Shop Heroes Legends. I was transferred from the Card Brawl Project to Lead Designer on Shop Heroes Legends during the transition and I was responsible for spec writing for feature design on some of the remaining features. Much of this game was already designed and in production when I was brought onto the project.

**Shop Heroes Legends** – Sequel to Shop Heroes, a Crafting centric city builder

- Feature Design and Spec Writing
  - Generic Hero Creation and stat assignment
  - Re-design of Hero Building and its Hero Ownership Mechanics
  - New PvP system design
  - PvP Hero Ability Design
  - Bulk Order System
  - Hero Borrowing System
  - New Boss Battle and System design
- UI and Wireframing
  - Designed basic outlines for UI and Wireframes as a framework for Art team

Status Effect Games, San Francisco, CA (Subsidiary of Cloudcade)

Jan. 2019 – Nov 2019

### Product Manager and System Designer

Status Effect Games was created to take over the Card Brawl project, a game previously under development by Cloudcade. I continued in my role as the Product Manager for Card Brawl under Status Effect Games, where the team began to rebuild the project from a PvP focused game to a strictly PvE game. While guiding the game design and product direction, I am also working as the team's System Designer, while managing an additional Game Designer.

**Card Brawl: Dungeon Slayer** – Mobile Dungeon Crawler Card Collector

(Second iteration of Card Brawl: Duel of Champions)

Responsibilities include:

- Rapid prototyping
  - Paper prototyping
  - Existing Asset Incorporation
    - Board
    - Units
    - Spells
    - Tower Mechanics

- Adaptive design
  - Create new systems that favor PvE content but also align with existing assets
  - Repurpose existing tech to accommodate the new game direction
- Data redesign to accommodate new parameters of the game
- Economy design and balance
- Managed 1 full-time game designer
- Made decisions on core gameplay mechanics
- Collaborated with each member of the team to bring the design to action
- Spec writing for all new features, and redesign of all existing features

**Clouddade**, San Francisco, CA

**Jun. 2017 – Dec. 2018**

### **Product Manager and Senior Game Designer**

Hired as a system and game designer, I was responsible for designing a tactics-based card collector. After some time in development, the team decided to pivot the game and I took over as product manager while continuing to perform duties as a system designer.

***Card Brawl: Duel of Champions*** – Board-based tactics game focusing on card collection and level up.

Responsibilities include:

- All system design
  - Leveling systems
  - Gear and crafting
  - Reward distribution
  - Economy design and balance
- All core game design (within the directed parameters)
  - Card mechanics (abilities and interactions)
  - Board mechanics
  - PvP Systems and ladders
- Product management
  - During a transition phase on the team, I took over as Product manager
  - Created game prototype to explore alternative game designs

**Rumble Entertainment**, San Mateo, CA

**Jun. 2016 – March. 2017**

### **Game Designer/Lead Character Designer**

Hired as a game and character designer responsible for the creation and balance of all characters in the hero collection game ***Alliance: Heroes of the Spire***

- Given lead on character development and creation
- Responsible for overall game balance, including boss and dungeon balance, level difficulty, hero ability balancing, and subsequently PvP balance
- Maintained the games, heroes, addressing all character-related bugs and the creation of new heroes using XML

**Kabam**, San Francisco, CA

**Sept. 2015 – Feb. 2016**

## Game/Systems Designer

Hired as a game designer and content creator to design missions and characters for mobile action RPG **Star Wars: Uprising**. Focused on writing content for missions, as well as new character creation, character background information, and general writing.

- Was given the lead on a revamp of the tutorial system.
- Worked on game systems for in-game gear and weapons distribution as well as reward payout balance.
- Tasked with creating a merchant system allowing players to exchange goods and purchase new equipment.
- Tasked with content creation for secondary mission system.

PlayNext, San Jose, CA

Apr. 2014 –Apr. 2015

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## Game/System Designer

Worked as a game and system designer on several projects.

- Performed revenue-driven event creation, game balancing, new card creation, and card stat generation, as well as a mechanic and feature design for mobile card battle game **X-Men Battle of the Atom**.
- Responsible for systems, statistical and level design; data generation; character leveling mechanics and stat increase rates; damage calculations; and, game balancing and tuning for **Nova Smash**.

## SKILLS

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- Product Management
- Systems Design in Excel and Google docs
- Game Documentation and Spec writing
- Game Design in Unity and UDK
- Mechanic Prototyping in C#, JavaScript and experience using XML
- Modeling and rigging in Maya; sculpting in Mudbox, texturing and UI design in Photoshop and Illustrator

## EDUCATION

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**Academy of Art University**, San Francisco CA

- Masters of Fine Art, Game Design 2013

**Notre Dame de Namur University**, Belmont CA

- Masters of Public Administration 2006

**Colorado State University**, Fort Collins, CO

- Bachelors of Arts, International Studies 2003