

# Michael S. Lounsbury

<https://www.linkedin.com/in/michael-lounsbury-ab635766/>

## SUMMARY

---

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

## WORK EXPERIENCE

---

**Revolving Games**, San Francisco, CA

**February 2022 - July 2025**

---

### Senior Game Designer

I served as the Lead System and Combat Designer for .

**War of Nova** – a 4x real time strategy game utilizing a combination of Web2 and Web3 elements.

- Combat AND System Design
  - Stat definitions and interaction
  - Combat functionality on large and small scale battles
  - Combat mechanics and unit interaction
  - Stat Distributions
  - Proposal and spec writing
- Game Balance and Economy
  - Hero Design (Ships)
  - Officer design (Gear)
  - Strike Craft Design (Troops)
  - Stat generation and balance
  - Resource Generation balance

**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

### **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

### **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**

### **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**

- Product Management
- Systems Design in Excel and Google docs
- Game Documentation and Spec writing
- Game Design in Unity and UDK

- Mechanic Prototyping in C# and Unity
- Modeling and rigging in Maya; sculpting in Mudbox, texturing and UI design in Photoshop and Illustrator

## ***EDUCATION***

---

### **The Tech Academy**, Online Coding Boot Camp

- Game Development and Coding

### **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