



ANDREW MARTINSON

Senior Game Designer

About Me

With over 10 years of game design experience, I've led projects from concept to market, ensuring seamless team collaboration. I specialize in innovative AR/VR solutions and crafting engaging games. My passion for player experience and pushing creative boundaries ensures unforgettable games and experiences.

Strengths



Analytical Thinking



Creative Problem Solving



Collaboration



Communication

Contact



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London, United Kingdom

Portfolio

www.amartinson.com

Experience

Product Madness - London, UK

2021 - Present

Senior Game Designer

Led the innovation of casino game features, devising a comprehensive 3-year game design roadmap. Instrumental in shaping the design team architecture through strategic hiring. Revolutionized a live ops event, resulting in an unprecedented 400% increase in game revenue share, setting a new industry benchmark.

Booz Allen Hamilton - Texas, USA

2018 - 2020

Game Designer

Held security clearance while spearheading the creation of military courseware, educational games, and training simulations spanning PC, iPad, and HTC-VIVE VR platforms. Consistently surpassed client expectations through meticulous development planning. Utilized rapid prototyping to swiftly identify and implement optimal design solutions for maximum impact.

MACHINE Studios - California, USA

2016 - 2017

Game Designer

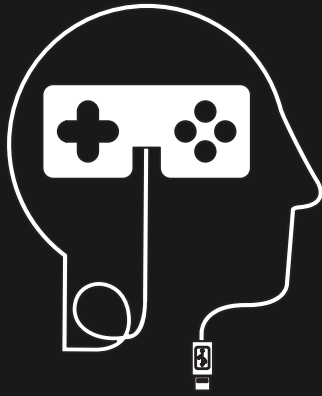
Crafted innovative gameplay and systems for MONOPOLY Towns, a dynamic mobile city-building and a Match-3 game. Seamlessly toggled between independent ideation and collaborative teamwork to refine designs. Presented meticulously reviewed concepts to the design director for in-depth discussion and ultimate refinement, ensuring seamless integration with the tech team's execution.

Volite Games - Kentucky, USA

2013 - 2016

Lead Designer

Guided a remote team of 10 game developers to craft Booty Hunters: The Pirate Adventure Game. Proactively expanded expertise in game design and programming to ensure the team possessed a diverse range of skill sets, fostering a dynamic and innovative environment.



Expertise

- Unity
- Level Design
- Data Analysis
- Google Sheets/ Excel
- Systems Design
- Unreal 4 Blueprint
- Economy Design
- VR Game Design
- Photoshop
- Game Design
- Analytics
- Unity C#

Education

Scrum.org Certification

Scrum Master (PSM1)
2021

Savannah College of Art and Design (SCAD)

Bachelors of Arts -Digital Media & Game Design
2013

Game History

Lazer3

2018 - 2020

Directed puzzle-level design, devised a comprehensive monetization strategy, and conceptualized future game features for Lazer3. Key responsibilities included:

- Crafting engaging puzzle levels using a custom-designed editor for seamless integration by the tech team.
- Strategizing a detailed monetization plan to maximize efficiency and revenue potential.
- Spearheaded the conceptualization and planning of post-launch features for seamless future implementation.

Skills/Tools: Unity, Google Docs, Google Sheets

Undisclosed Title: MACHINE Studios

2016 - 2017

For this match-3 project, I crafted hundreds of captivating levels and envisioned future design enhancements. Ensured our economy remained aligned with design objectives. Key responsibilities included:

- Crafting and constructing match-3 levels using an in-house level editor to optimize gameplay.
- Strategizing long-term level difficulty to maintain an engaging pace, offering players challenging peaks followed by cooldown valleys.
- Balancing levels' move count or time with their intended difficulty targets for optimal player experience.

Skills/Tools: Unity, Google Docs, Google Sheets, Localytics, Tortoise SVN

MONOPOLY Towns

2016 - 2017

Focused on fine-tuning gameplay balance for both short and long-term player engagement on MONOPOLY Towns.

Developed a structured level unlocking system to maintain player interest. Key responsibilities included:

- Balancing soft currency and experience gain to keep players within the targeted resources/player level window for sustained engagement over three years.
- Utilizing Localytics data analysis to discern trends and optimize rewards accordingly.
- Constructing intricate formulas in Google Sheets to present complex data sets in a user-friendly format, facilitating informed design decisions.

Skills/Tools: Unity, Google Docs, Google Sheets, Localytics, Tortoise SVN

Booty Hunters: The Pirate Adventure

2013 - 2016

Led project direction while providing multifaceted support as a producer, programmer, designer, and tester for Booty Hunters.

Key responsibilities included:

- Task management for a 10-person team to ensure smooth workflow and prevent bottlenecks.
- Modular level design to enhance replay value and ensure enjoyable multiple playthroughs.
- Scripting player abilities, NPC AI, and UI elements using C# for seamless gameplay integration.

Skills/Tools: Unity, C#, Unity Particle Editor, Photoshop, SourceTree