

BEN TOWNSEND GAME DESIGNER

(438) 357 7980

BEN@BENJAMINTOWNSEND.CO.UK

CV MARCH 2024

HIGHLIGHTS FROM OVER 50 GAMES AND 7 YEARS OF EXPERIENCE

Lead Game Designer | Final Boss Games - [Chicken Derby](#)

May 2021 - Present

- Web3 chicken racing game with NFTs and a GaaS model, where players buy, trade, and race chickens
- Sold 33,000 NFTs to fund beta development, generating approximately 3 Million USD
- Designed game mechanics that motivate players to engage with the game
- Regularly engaged with the community to determine their wants, and balance these with the company's goals

Level Designer | Impact Theory - [Merry Modz](#)

August 2023 - December 2023

- Third-person platformer/shooter built-in Unreal Engine 5 for 8 to 12-year-olds
- Designed levels with clear objectives, a sense of progression, and opportunities to explore while rewarding discoveries
- Regularly liaised with the project leads and other designers, ensuring consistent design practices and an appropriate difficulty curve for the players
- Consistently iterated on all level designs to deliver the highest quality end product

Level Designer | Adventure Box - [Adventure Box](#) (now KoGoMa)

May 2020 - July 2021

- First-person voxel-based platformer where players build their own levels and design quests
- Designed and built levels and quests that demonstrated to new players the creative opportunities of the tool
- Ensured easy accessibility, demonstrated the innovative possibilities of the game's quest and level mechanics, and exhibited best design practices

Game Designer | Freaks United - [Do U Copy?](#)

January 2021 - March 2021

- Asynchronous cooperative heist game for two players, with one in VR robbing a bank, and the other on mobile hacking the bank's security
- Created concepts and designs for game mechanics that work for both players using the two different devices simultaneously
- Designed and tested levels that required communication between the players for an optimal gameplay experience

Concept Designer | beActive, S.A - Adventures of a Young Pirate Queen

January 2020 - February 2020

- A 2D & 3D puzzle platformer based on the childhood of Grace O'Malley, a clan leader from 16th-century Ireland
- Researched the history of Grace O'Malley, created the outline of a narrative, and designed game mechanics to fit her character
- Wrote the requirements for a minimum viable prototype that showcased the game and its unique requirements

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Game Designer and Programmer | Fuzzy Duck - [Meliden Mines](#) February 2019 - June 2019

- A bilingual 2D multiplayer platforming game about 19th-century mining, for a Welsh mining museum
- Designed and built levels that offered players an opportunity to explore several dangerous mines, while delivering on the client's educational requirements
- Ensured the game design was suitable for a museum installation, requiring quick-to-learn mechanics for an experience that would last approximately 5 minutes
- Programmed the game using Game Maker Studio 2, using best coding practices to ensure legacy

Game Designer | Planet Spark - [Planet Spark](#) April 2018 - December 2018

- A series of educational games, that taught Math and English skills to children aged 7 to 11
- Designed 25 games in total, each focussing on a different learning goal
- Each game teaches, reinforces and then tests its learning goal while presenting it in a manner that is engaging to children

Game Designer | Topsy Chicken Games - [Topsy Chicken](#) September 2018

- Adult party game consisting of a single deck of cards with dares, challenges and drinking punishments
- Wrote dares and challenges for the game, creating a humorous nature and many puns
- Made the game suitable for inebriated players, so that the experience was safe and fun

Game Designer | Maguss - [Maguss](#) January 2017 - April 2018

- Augmented reality MMORPG for mobile, where the player is a wizard, roaming their city for potion ingredients, treasure chests, and monsters to battle
- Designed a variety of quests and daily challenges for the players that provided them with regular objectives and challenges to drive engagement
- Contributed to game balancing, player progression, and monetization in line with the game's objectives

EDUCATION

Game Design | PlaygroundSquad UK 2015 - 2016

- At PlaygroundSquad, now an academic partner with Epic Games and Unreal Engine, I learned the principles of great game design, with additional skills in programming, art, animation and project management

CIT with Education Studies Ba(Hons) 2:1 | University of St. Mark and St. John 2004 - 2007

- Studied programming, video editing, animation, art, teaching methods, and problem-solving. For my dissertation I created a game that taught first-aid skills