

DANIEL LEWIS

SENIOR DESIGNER

Strong grasp of **system**, **UX** and **metagame design**.

Strong **level & tool design** and C/C# coding background

Lead & managed team to multiple successful feature releases

Writing user stories and industry **design/agile process**

Iteration-based design, test oriented and statistically validated

Clear (and concise!) **documentation** in **Notion**, **Confluence** & **JIRA**

Strong understanding of design principles and creating **internal design systems**

Extensive experience designing prototypes for mobile interaction

SKILLS

UX Design - Gamification - Python - C# - Figma - Pitching & Presentation - General Design Principles - Tool Design

EXPERIENCE - REFERENCES AVAILABLE ON REQUEST

NaturalMotion, London - JULY 2018 to PRESENT

Senior Game Designer *until present*

- Design of core features:
 - In-game live events and seasonal cadence
 - Conversion of car collection game into a 'CaRPG', including rebalancing every car to be a unique character within the game's new routes and broader context
- Designed implementation of new visual scripting engine to control game events
 - This drove narrative, FTUEs, and also had the ability to drive minor gameplay events
- Redesign of core game loop to include ability-driven strategic gameplay
- Built prototypes in numerous programming languages (Python/JS/C/C#)
 - These included new navigation modes, two networked crew/guild game modes, and new event types for the game
- Designed and prototyped accessibility features to allow a wider variety of people to access and play the game
- Contributions to the ongoing maintenance of the the live codebase in C#
- Created and maintained a large variety of tooling for car and event creation in C#, Blazor/HTML, and JavaScript
- Lead the creation of new upgrade vectors for CSR3 such as 'Aftermarket Mods' to create depth of in-race strategy and improvement of meta
- Oversaw the rework of the games UX and flow into a new streamlined 'Event Browser' that saw up to 5% lift in soft launch metrics in one release

Game Designer *until June 2023*

- Responsible for live ops and feature design in CSR2, led live ops design team
- Responded to live data and analytics to create and shape elements of the player experience
- Oversaw the design, documentation and introduction of extremely successful new events that drove KPIs up significantly
- **Designer of Zynga's 'Bold Beat of the Year'** across entire publisher's portfolio, *American Roadtrip*, which is to-date the game's most successful quarter of business

Junior Game Designer *until July 2019*

- Thrived in an extremely high-pressure live environment, including taking on responsibilities from UX, engineering, product management and production

Sorrells Wineracks, Rayleigh - JANUARY to SEPTEMBER 2018

Product / Industrial Designer

- Created an on-site app to allow visualisation of wine cellars in situ using VR (Vuforia)

EDUCATION

Computer Games Arts BA, University for the Creative Arts

2015 - 2018, Farnham, First Class Honours

- Extensive experience in Unity, Autodesk Maya, C# and game/level design principles.
- Created numerous game design prototypes, both as a personal endeavour and for a final project.
- Dissertation: Ludonarrative Dissonance in Game Narrative

King Edward VI Grammar School, Chelmsford

2007 - 2014, 14 GCSEs inc. Maths/English. A Levels English, Economics, Physics

PERSONAL INTERESTS

D&D - Literature - Snowboarding - Bouldering - Emerging Technology - Web Design

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