

BEN TOWNSEND GAME DESIGNER

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COVER LETTER

GAME DESIGNER APPLICATION

Dear Hiring Manager,

13th August 2024

I am a Montreal-based game designer with over 7 years of experience, having worked on more than 50 titles in various designer and programmer roles. I recently saw your advertisement for a game designer on your latest project and am eager to apply.

I've also gained expertise as a game designer through various projects. From leading the design process with Chicken Derby, to designing mechanics for the co-operative VR and mobile game Do U Copy, and running my own city escape game, Operation: Sentinel, in Montreal. I've explored puzzle design through different lenses, and optimized puzzle design across different mediums.

My career has equipped me with the skills needed to excel in this role. For example, my work on Merry Modz with Impact Theory sharpened my ability to craft engaging gameplay and stories without relying heavily on dialogue or prominent indicators.

One of my more recent games, Chicken Derby with Final Boss Games, went live with a \$3 million budget from its initial sale of NFTs in 2021. We developed the game with ongoing community engagement, which deepened my understanding of player motivations and preferences. I strongly believe that playtesting and feedback collection are crucial in optimizing gaming experiences.

Collaborating with numerous clients has broadened my knowledge of diverse game business models and their creative demands. Balancing player enjoyment with company success is key, and I'm adept at making tough decisions for the betterment of the game, both creatively and financially.

Additionally, my volunteering with the charity Everyone Can has heightened my awareness of accessibility needs. As an ambassador from 2019 to 2021, I observed diverse player needs and preferences, reinforcing my commitment to inclusive game design.

I also have a bank in improv comedy, which has honed my creativity, adaptability, and collaborative skills. I'm excited to bring this innovative mindset to your team.

I believe my experience and skills make me a strong candidate for this position. I'm available for an interview at your convenience and appreciate your consideration.

Sincerely,
Ben Townsend

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CV AUGUST 2024

HIGHLIGHTS FROM OVER 50 GAMES AND 7 YEARS OF EXPERIENCE

Game Master | [Who Shot The Boss?](#)

April 2024 - May 2024

- Online series of puzzles where the player has to solve a series of challenges for an ongoing narrative
- Designed puzzles, game mechanics and narrative for multiple games, iterating on the designs to deliver the optimal gameplay experience
- Communicated designs with the art team, developers and producer via GDDs, ensuring clear instructions for the further development of the game

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

May 2021 - March 2024

- 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 and puzzles that work for both players using the two different devices simultaneously
- Designed and tested puzzles that required communication between the players for an optimal gameplay experience

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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

Level 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 | 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