

# WILLJEFFERY

GAME DESIGNER + PRODUCER

**PORTFOLIO**  
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1.586.552.3719

## SKILLS



UNITY



PROJECT  
MANAGEMENT



PHOTOSHOP



UI/UX



VIDEO EDITING



CURRICULUM  
DEVELOPMENT



C#



SERIOUS  
GAME DESIGN

## EXPERIENCE

5 + Years' Experience and 12 + Shipped Games

### Lab Manager and Producer 2013 – Present

Games for Entertainment and Learning Lab - Michigan State University, East Lansing, MI

- Lead designer and producer on 8+ shipped games and research projects.
- Developed the world's first 12-person action arcade game "Plunder Panic."
- Responsibilities include production, project management, game design, equipment management, research, team development, employee hiring, client communications, proposal writing and website management.

### Instructor and Academic Specialist 2015 – Present

Department of Media and Information - Michigan State University, East Lansing, MI

- Instructor of six different courses in the Game Design and Development Minor.
- Developed new curriculum with a focus in game design, game mechanics and pre-production.
- Mentoring of student groups, facilitating their transition from students to industry professionals.
- Contributed to idea generation, instruction and course mapping for a minor consistently ranked as a top 10 program by the Princeton Review.

### Curriculum Director and Instructor 2015 – Present

Media Summer Camps - Michigan State University, East Lansing, MI

- Developed game design and development focused curriculum for middle and high school students.
- Responsibilities include staffing of instructors, job training, course instruction and content development.

## ACHIEVEMENTS

- The Audience Choice Award (IndieCade 2017), Finalist in the Gaming Pitch Competition (SXSW 2018), and Official Selection of Indie MegaBooth (PAX East 2018) for Digital Game "Plunder Panic"
- Outstanding Master's Student Producer – MSU Department of Media and Information 2014 + 2015
- People's Choice and Best Student Non-Digital Game Awards for "We've Got Issues" – Meaningful Play 2014

## EDUCATION

### MASTER OF ARTS

**Media and Information (4.00)** ..... Certificate in Serious Game Design & Research

Michigan State University – 2015 ..... Concentration in Human-Computer Interaction

### BACHELOR OF ARTS

**Media Arts and Technology (3.85)** ..... Specialization in Game Design and Development

Michigan State University – 2012 ..... Concentration in Games, Web, & Interactive Media