

WILLJEFFERY

GAME DESIGNER + PRODUCER

PORTFOLIO
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SKILLS



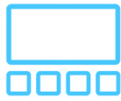
UNITY



PROJECT
MANAGEMENT



PHOTOSHOP



UI/UX



VIDEO EDITING



CURRICULUM
DEVELOPMENT



C#



SERIOUS
GAME DESIGN

EXPERIENCE

5 + Years' Experience and 12 + Shipped Games

Associate Course Director November 2018 – Present

Game Design Bachelor of Science Program - Full Sail University, Winter Park, FL

- Taught high-level game design and production courses in-person and online with a Unity3D focus.
- Concepts taught range from aesthetics and immersion to usability and game economics.

Lab Manager and Producer May 2013 – September 2018

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 May 2015 – September 2018

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

- Contributed to idea generation, instruction and course mapping for a Game Design and Development minor consistently ranked as a top 10 program by the Princeton Review.
- 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.
- Curriculum Director and Instructor for MSU Media Summer Camps. Developed game design and development focused curriculum for middle and high school students.

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