WILLJEFFERY
PRODUCER + GAME DESIGNER + INSTRUCTOR

PORTFOLIO
www.willjeffery.com 🌐
williamalanjeffery@gmail.com ✉
1.586.552.3719 📞

EXPERIENCE

Co-Founder and Executive Producer July 2020 – Present
Will Winn Games – East Lansing, MI and Orlando, FL
- Developing the world's first 12-person action arcade game "Plunder Panic" for PC and Consoles
- Plunder Panic Achievements: The Audience Choice Award (IndieCade), Finalist in the Gaming Pitch Competition (SXSW), and Official Selection of Indie MegaBooth (PAX East).

Course Director November 2018 – July 2019 & December 2019 – Present
Game Design Bachelor of Science Program - Full Sail University - Winter Park, FL
- Lead instructor for game design and development focused online courses.
- Contributing to curriculum development, course organization, and student assessments.

Assistant Producer (Interactive Game Producer) July 2019 – November 2019

Walt Disney Imagineering - Orlando, FL
- Creative team leader responsible for implementing, achieving and maintaining the creative vision.
- Managed the execution of creative deliverables and collaborated with project leaders.
- Guided and articulated concepts and experiences that defined the creative vision.

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.

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 12+ shipped games and research projects.
- Responsibilities: Production, project management, game design, equipment management, research, team development, employee hiring, client communications, proposal writing and website management.

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

SKILLS

UNITY | PROJECT MANAGEMENT | PHOTOSHOP | UI/UX | VIDEO EDITING | CURRICULUM DEVELOPMENT | UNREAL ENGINE | SERIOUS GAME DESIGN