



Pitch,
Plan,
Play.

CONTACT

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LINKEDIN
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HARD SKILLS

Logistics & Production

Jira ClickUp Nuclino

Canva

Design & Development

Figma Unity Unreal Engine

Adobe Illustrator Maya

Methods

- Rapid prototyping in Figma
- Paper prototyping
- Wireframes & user flows
- A/B and internal/external testing
- Greyboxing & physical mock-ups
- Diagrams & pitch decks

SOFT SKILLS

People

- Explaining complex ideas simply
- Connecting non-games teams with developers
- Client-facing presentations
- Team leadership

Design

- Gamification & engagement loops
- Reward & progression design
- Onboarding & user journeys
- Accessible, pick-up-and-play design

Production

- Scoping team, budget & timeline
- Milestones & design gates
- QA, version testing & bug hunts
- Documenting design decisions

GRAEME LORD

GAME DESIGNER · SYSTEMS, ECONOMY & PROGRESSION

Indie Game Designer, currently working with **Reforged Studios** · Pitch, Plan, Play.

Game designer with a **people-first approach** to play. To me, design is a story about decisions. Can the player make one? Is it rewarded? Do they feel ready to make a bigger one tomorrow? My job is to make sure the answer is always yes.

I've learned how to **build, iterate and deliver** on various game systems over the last 5 years, learning the ins and outs of gameplay as well as the player: **loops, economies, progression** and player-type balancing.

Speculation and theory can only go so far, so I'm always **building, testing and improving**, on paper first, then in **Figma and Unity**.

Find the fun

What will the player do most, and do they love it?

Why does this need to exist?

New games launch every day. Ours has to do something others don't.

Answer in the build

Theory only goes so far. Build it, test it, improve it.

RELEVANT EXPERIENCE

● Published

Big Potato Games

2024 – 2025

Design & Production · Client work · Published: **Sounds Fishy, Tilt 'n' Shout**

- Designed a **sub 10 minute onboarding** that teaches the rules and supports custom rules across 4 user types.
- Trimmed anything that got in the way of the **"one more round"** feeling, and let the phone handle scoring, rounds and setup.
- Hosted **weekly A/B tests** on screens and user flows, keeping what players understood fastest.

Codename 'Theseus'

2024 – 2025

Project Lead: Design & Production · Client work · Game based on a TV IP

- Designed long-term **Missions** and short-term **Trials** that shape every procedural run.
- Built a **dual-currency economy** balancing direct and passive engagement, for steady unlocks and sudden breakthroughs.
- Used weapon unlocks as **hidden progress gates**, guiding the first hour without railroading.
- Tracked DPS, playtime, unlock % and run streak for subtle **user-type balancing**.

Codename 'Barrow Downs'

2024

Designer, Producer & Pitch Creator · Original IP: a tabletop RPG, minus the table

- Built the **paper prototype** with the Art Lead and oversaw the first internal builds.
- **Iterated** from gameplay recordings of internal and external tests in London and Glasgow.

Codename 'Cosmodrome'

2023

Design Consultant · A children's world-builder sim that teaches coding

- Improved **retention, onboarding** and long-term goals for the proposed sequel.
- Built **UI/UX flows** for first-timers through to 100+ hour players, so learning feels like **play, not homework**.

Creative Assembly

3 years

World Tech · Hyenas

- Used and tested **proprietary engine tools** to assess, polish and test maps.

WHO I'VE WORKED WITH

Stakeholders

Worked directly with IP holders, non-developers and creative institutions to communicate their visions and translate them into gameplay and interactive products.

Production

Highly attuned to production and logistics, with a major part in project management, timeline adjustments and scoping.

Design

Sole owner of the design role for 2+ years, with an education and background in design and production for both game design and wider software design.

Art Teams

Extensive experience working with artists at every stage of development, from early pitch decks and concepts to final asset implementation.

Players & Playtesters

Created and hosted test sessions across all projects, so design and stability are thoroughly interrogated by frequent testers.

Publishers

Second line of contact with various publishers, and a major part of client-facing interactions for 2+ years.

FURTHER EXPERIENCE

Penrose Games

Team Lead & Game Designer · Dare to Be Digital

1 year

Junkfish

QA Tester · Monstrum

1 year

EDUCATION

Abertay University

Bachelor's degree · Game Design & Production Management

4 years

ADDITIONAL SKILLS

3D hard surface

2D vector creation

BEYOND GAME DEVELOPMENT

Co-creator, The Guild

A London-based D&D network pioneering drop-in, drop-out play: easy to join, with player progress tracked across sessions and tables.

AI tool development

Blight Deck, a D&D engine. **Steel Flint**, a resource tracker and crafting companion.

Graphic designer

Semi-professional design and typography for gaming communities.

Charity worker

British Heart Foundation and Oxfam.