



Pitch,  
Plan,  
Play.

## CONTACT

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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

## PRODUCER · DESIGN & DELIVERY

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

Producer and game designer, most at home in the scrum, with the **team and tasks at hand**. I work best at the messy start of projects, where the idea is exciting but not yet playable, and help teams turn it into something **clear, informative and presentable**.

I scope the **team, budget and timeline**, run the **check-ins, milestones and design gates**, and keep every stakeholder in the loop, from IP holders and publishers to art, code and QA.

My role is often to **find the fun**, prove it in the build, then work out the time, team, budget and scope needed to **make it real**.

### Bridge the gap

Translate concepts for stakeholders, research the user and build a complete picture.

### Answer in the build

Rapid and continuous prototyping, feature exploration and early testing to improve on all fronts.

### Make it simple

Understand the overall flow, verify the visuals and perfect the build, one page at a time.

## RELEVANT EXPERIENCE

● Published

### Big Potato Games

2024 - 2025

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

- Contributed to **production oversight** on two published party-game apps.
- Hosted **weekly A/B tests** and consolidated successful passes with **bug reports**.
- Created **feature pitches**, contributed to **scalability projections** and built wireframes to show future milestones.
- Worked alongside a **separate tech team** building the backend for a new social platform.

### Codename 'Theseus'

2024 - 2025

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

- **Full lead** across design and production.
- Built and presented the **pitch deck**; scoped **team size, budget and timeline**.
- Led **weekly client check-ins, milestone presentations and design gates**.
- Ran **version testing and bug hunts** through every milestone.

### Codename 'Barrow Downs'

2024

Producer, Designer & Pitch Creator · Original IP

- Steered the project from **paper prototype** to first internal builds.
- Organised **internal and external tests** in London and Glasgow, and pitched to a publisher with a **well-received** deck.

### Penrose Games

1 year

Team Lead & Game Designer · Dare to Be Digital

- Led a student team through a full **one-year development cycle**.

### 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

### Codename 'Cosmodrome'

2023

**Design Consultant** · Onboarding, retention and UI/UX flows for a sequel

### Junkfish

1 year

**QA Tester** · Monstrum

## EDUCATION

### Abertay University

4 years

**Bachelor's degree** · Game Design & Production Management

## 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.