



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 · GAMIFICATION & UX · PRODUCTION

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

Game designer and producer with a **people-first approach** to games, apps and services. To me, design is a story about decisions. Can the user make a decision? Is that decision rewarded? Do they feel confident making a bigger one tomorrow? Games, apps and services all share these questions, and my job is to make sure the answer is always yes.

I design **user journeys, onboarding and wireframes**, and build **rapid prototypes in Figma and Unity** to show large-scale concepts quickly. These are **validated with real users** where possible, then refined down to the finest detail through **A/B testing and design gates**.

Working with clients has taught me to **explain complex systems clearly and simply** to non-games teams, and to work closely with the team around me so progress keeps moving and everyone understands the end goal.

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**

- Part of the team that brought a major tabletop party-game brand to mobile, keeping its **instant, pick-up-and-play ease of access**.
- Contributed to the **UX of a wider online ecosystem**, helping streamline **onboarding** across several small apps and guide users to and from the main platform.
- Focused work around the 4 user types (new, existing, premium and guest) and successfully designed a **sub 10 minute onboarding**.
- Hosted **weekly A/B tests**, created **feature pitches** and contributed to **scalability projections**. Also consolidated successful passes with bug reports and built **wireframes** to show future milestone objectives.

Codename 'Theseus'

2024 – 2025

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

- Built and presented the **pitch deck** to the IP holder; scoped **team, budget and timeline**.
- Led **weekly client check-ins, milestone presentations, design gates**, version testing and bug hunts.
- Designed **engagement loops**: long-term Missions, short-term Trials, a **dual-currency reward economy** and progress gates that guide the first hour without forcing a fixed path.
- Used **player metrics** for subtle user-type adjustments.

Codename 'Cosmodrome'

2023

Design Consultant · Children's educational game: a world-builder sim that teaches coding

- Improved **retention, onboarding** and long-term goals for the proposed sequel.
- Designed **UI/UX flows** for everyone from first-time players to 100+ hour players, so the teaching tools feel like **gameplay rather than 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

- Codename 'Barrow Downs'** 2024
Designer, Producer & Pitch Creator · Original IP taken from paper prototype to first internal builds
- Penrose Games** 1 year
Team Lead & Game Designer · Dare to Be Digital
- 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.