

JOE FRANCE

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joefrance.org

SKILLS Game Design, Design Docs, UX Design, Communication, Prototypes, Playtesting, Agile Development, Programming, Unity3d

EXPERIENCE

Lead Game Designer - Serious Games **January 2014 - Present**
GameDesk, Los Angeles, CA

- Developed new IP and adapted design of in-progress projects to meet learning goals
- Designed 2 embodied learning modules utilizing the Leap Motion Controller
- Created a website and app that aligned a museum exhibit with the common core
- Consistently met estimated deadlines in concurrent projects with tight schedules

Projects: [Geomoto](#)(2014), [Marvel S.T.A.T.I.O.N Training](#)(2014), [Aero](#)(2014), Unannounced Project(2015)

Lead Game Designer - Serious Games **August 2011 – December 2013**
Blue Marble Game Co, Los Angeles, CA

- Lead designer on 3 projects across all phases of development
- Wrote and maintained visual design docs befitting 2 dyslexic teammates
- Proposed and demonstrated feasibility of iOS port
- Presented prototype at Games for Health 2012, spoke at Serious Play 2013
- Designed communication process and interface for clinical gameplay data

Projects: [Zoezi Park](#)(2013), [Deep Ocean](#)(2012-13), [TBI](#)(2013), [RESET](#)(2011-13)

Game Engineer - Serious Games **Feb 2009 – July 2011**
360Ed, Orlando, FL

- Created achievements and incentives for learning management system
- Designed, prototyped, and implemented inline WYSIWYG editing UI

Projects: [Spark](#)(2010), [SiTi](#)(2009), [Burn Center](#)(2009)

Software Developer **Jan 2007 – August 2007**
NCSU, Raleigh, NC

EDUCATION North Carolina State University, Raleigh
Bachelors of Science in Computer Science, **Minor** in Art and Design
Graduated: December 2008, **GPA:** 4.0

HONORS CSC Senior Award for Scholarly Achievement, NC State Valedictorian, NC State Honors Program, NC State CSC Honors Program

HOBBIES Game Development, Game Jams and Prototypes, Board Games, Bike and Build, Habitat for Humanity, Improvisation, Social Dance

REFERENCES Sheryl Flynn, Phd. sheryl@bluemarblegameco.com (*Blue Marble*)
Jacob Black jakeblack@gmail.com (*Blue Marble*)
Kristin Powers kristinleighbowers@gmail.com (*360Ed*)