

Joe France

Game Design and UX

CONTACT

josephfrance@gmail.com

PORTFOLIO

joefrance.org

SKILLS

Game Design
UX Design
Programming
Prototyping
Design Docs
Data Analysis
Communication
Playtesting
User Interviews

EDUCATION

NC State University

Bachelors of Science in
Computer Science

Minor in Art and Design

Graduated
December 2008, GPA: 4.0

REFERENCES

Matt Clausen
Clausenfilms@gmail.com
(GameDesk)

Sheryl Flynn, PhD
sheryl@bluemarblegameco.com
(Blue Marble)

Jacob Black
jakeblack@gmail.com
(Blue Marble)

EXPERIENCE

Senior Game Designer - STEM Education Games

Feb 2015 - Present

codeSpark, Los Angeles, CA.

- Designed cross-platform subscription game that teaches coding to kids 5 - 9 through words-free interface and project-based constructionist learning.
- Supported game in its transition from a free product to a subscription-based app that became profitable in 2019 and was acquired by HOMER in 2021.
- Developed the nine play patterns from the ground up for broad appeal, including the creative suite where kids code their own video games and stories.
- As first non-founder employee, handled all aspects of design, from overarching systemic motivational loops down to individual details of delight and cuteness.
- Tackled diversity tech pipeline issues with aspirational female protagonists and ensuring multicultural skin and hair options for avatars.
- Implemented digital prototypes for most major interactives in the game, and playtested them in the office, in user's homes, and online.
- Developed multiplayer coding prototype in spare time that enabled a collaboration with the Peanuts IP, working with their approval process to maintain brand fidelity.
- Wrote highly visual design documentation, worked with producers to determine priorities, milestones, schedules, and as projects developed, decided which features to cut or change.
- Identified metrics crucial for measuring success, then learned Mixpanel's proprietary javascript-based query language to pull insights from data.

Projects: [codeSpark Academy](#)(2015 - Present)

Game Designer - STEM Education Games

Jan 2014 - Jan 2015

GameDesk, Los Angeles, CA

- Worked with USGA to develop a "golf in space" game that taught physics to middle schoolers by scaffolding concepts of force and velocity on a golf ball.
- Rescued 2 geoscience games that were stuck in ambiguity, provided structured designs that lead to finishing the games and fulfilling the funding grant.
- Worked with Marvel IP to create augmented reality experience aligning superhero science with Common Core standards.

Projects: [Geomoto](#)(2014), [Pangean](#)(2014), [Marvel S.T.A.T.I.O.N Training](#)(2014), [Warp Driver: Golf in Space](#)(2015)

Game Designer - Health Games

Aug 2011 - Dec 2013

Blue Marble Game Co, Los Angeles, CA

- Lead designer on 3 games - 2 from the ground up - which addressed soldier battle concussions and fatal fall prevention in the elderly.
- Collaborated with in-house physical and occupational therapists to ensure efficacy and usability for users with wide variety of disabilities.
- Presented at Games for Health 2012 and Serious Play 2013.

Projects: [Zoezi Park](#)(2013), [Treasure of Bell Island](#)(2013), [Hangar Hustle](#)(2011-13)

Game Engineer - Edtech

Feb 2009 - Jul 2011

360Ed, Orlando, FL

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