

Joe France

Senior Game Designer + Engineer

CONTACT

josephfrance@gmail.com

PORTFOLIO

joefrance.org

SKILLS

Game Design
Prototyping
Programming
Unity (11 years)
UX Design
Visual Design Docs
Concept Pitching
Communication
Constructive Feedback
Playtesting
Data Analysis

EDUCATION

NC State University
B.S. in Computer Science
Minor in Art and Design
Graduated Dec 2008
GPA: 4.0

REFERENCES

Matt Clausen
Clausenfilms@gmail.com
(GameDesk - Manager)

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

Jacob Black
jakeblack@gmail.com
(Blue Marble - Manager)

EXPERIENCE

Director, Game Design

Feb 2015 - Present

BEGiN/codeSpark, Los Angeles, CA

- Designed a live-service subscription game that teaches coding to kids through a variety of gameplay genres, eight of which I designed from start to finish.
- As first non-founder employee, helped original IP product win multiple awards, earn a 4.6 app store rating, place in the top 25 grossing iOS kids apps, win a patent, reach profitability in 2019, and get acquired by BEGiN in 2021.
- Prototyped gameplay extensively in C#, writing digital prototypes for most every preproduction cycle, working both from scratch and from code branches.
- Defined all aspects of design, including high-level concept, gameplay mechanics, controls, narrative, pacing, UX, rewards, and stage design.
- Balanced game difficulty, puzzle scaffolding, platformer mechanics, multiplayer tactical abilities, pet simulation speed, and incentives system.
- Independently developed multiplayer prototype during personal time that enabled a collaboration with Peanuts and became a synchronous online game.
- Made matchmaking and curation algorithms for user generated community system promote positive social behavior and engagement.
- Gave and received constructive feedback to all members of the development team, weighing in on design, art, engineering, and production processes.
- Proficient in qualitative and quantitative data: ran all of codeSpark's playtesting process and taught myself Mixpanel's analytics query language JQL.
- Supported engineering team by production code when deadlines were tight, creating a facial emotion system, fixing bugs, writing simple shaders.
- Created initial biweekly sprint proposal for producer and creative director, that recommended priorities, milestones, schedules, and cuts.

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

Game Designer

Jan 2014 - Jan 2015

GameDesk, Los Angeles, CA

- Worked with USGA to develop a "golf in space" multiplayer game from start to finish that taught physics to middle schoolers through force on a golf ball.
- 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

Aug 2011 - Dec 2013

Blue Marble Game Co, Los Angeles, CA

- Lead designer on three games, two from a blank slate, which addressed soldier battle concussions and fatal fall prevention in the elderly.
- Developed innovative prototypes in Unity for the Microsoft PixelSense - a giant touch screen table - and the Kinect.

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

Game Engineer

Feb 2009 - Jul 2011

360Ed, Orlando, FL

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