



▲ The project portfolio of Claire Bateman

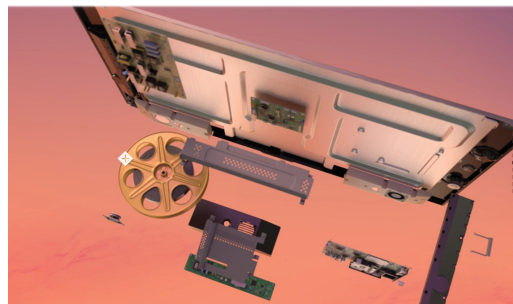
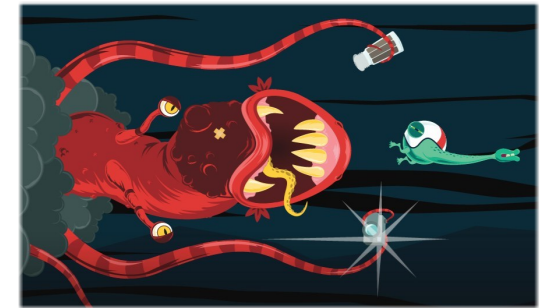
In my time as a Digital Creative at the most awarded creative agency in the world, I created campaign solutions for top-tier clients including Nike, Sony, Coke, and Facebook. I developed digital games and real-world experiential events that focused on narrative and consumer action.

I delighted both the agency and our clients by ensuring that the client's brand and core values were accurately represented at all stages of the development cycle, while simultaneously working with w+k creative directors to ensure that the project accurately represented the house style of w+k.

I also established myself as a resource and team player by collaborating with art directors and copywriters to generate creative solutions to more than 20 project briefs. I brought in speakers and ran workshops on games culture and design.



Wieden Kennedy+



Sony Be Moved is the Product hub for the Sony be moved campaign. The message of the campaign was 'we are artists and we are engineers'. I wanted to tell that story through showing the products explode into their components both technological and influential. Inside every product is a small story to be found.

Sony Be Moved site:
discover.store.sony.com/be-moved

Winner:
 Cannes Silver Lion 2014
 FWA site of the day 02/14/2014
 ANDY Awards 2014 (Gold)

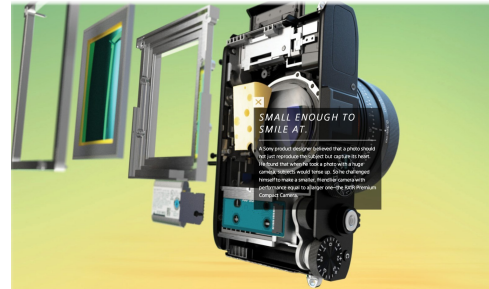


ITS BEST ANGLE IS EVERY ANGLE.

When engineering the PS4, technical concerns like user interface and cooling functions were crucial. Equally important was making a simple, artistic object for the living room. That's why the PS4 has been designed from every angle. It's beautiful horizontally, vertically and even from behind.

SONY
BE MOVED

Wieden
 Kennedy⁺



If a product bears the Fairtrade label, it means that company cares about fairness to their producers, and by choosing to buy Fairtrade products, people are saying something about their own beliefs. For the 2011 Fairtrade Fortnight, w+k asked people to Show Off their affinity for the ethos with a game on Facebook. I consulted as to how to create a game of community challenges that would encourage self-expression and that players would get a kick out of sharing the results with their friends.

Freelance Gameplay Consultant, Aug 2010
 Learn more about it here:
tinyurl.com/wkfairtrade



Wieden
Kennedy⁺



Working at Hasbro gave me an insight into not only how board games are produced, but also the experience of working with a massive portfolio of internationally famous and well-loved brands.

Brought on board for my specialist expertise on engaging teenage audiences through digital and physical play, I brought new direction to the traditional board game design team and created innovative additions to Hasbro's portfolio of internationally famous and well-loved brands.

As part of the newly formed 'Adult & Teen Games Department', my job was to create new IP, as well as expanding existing Hasbro brands

Games Designer, August 2010 - 2011



with games which would appeal to these under-served markets. This meant simultaneously running two different approaches, one of intensive firsthand research and future forecasting—interviewing teenagers in their homes and working with research companies—as well as deep strategic analysis, deconstructing the existing brands to see why they're loved so well. I'm thrilled to have products consumers can buy on the shop shelves and very proud of the internal R&D reports and new platform concepts I produced in my time at Hasbro.

Brands included: Scrabble, Taboo, NERF, Cluedo, Monopoly, Jenga, Trivial Pursuit.



A 'Rapid Ideation Workshop' for teen games culminates in concepts being appraised by a panel of teenagers.

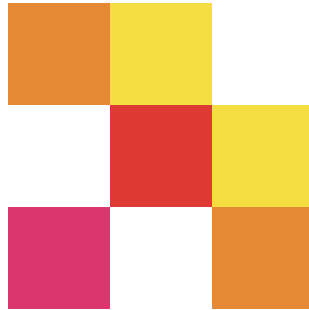


Concept for an iPhone app that quietly reminds you that every word has a value in Scrabble.

Six to Start are a multi-award winning games developer and entertainment company based in London.

My roles in the company included Game Designer, Content Producer and Live Event Producer.

I worked on projects for Channel 4, E4, BBC 3, Fremantle Media, Disney, Penguin and Puffin books.



Six to Start



Smokescreen is a game that teaches about online security, privacy and identity - through the medium of teen drama. Commissioned by Channel 4 Education, for a target audience of 12 - 16 year olds, the story dealt with a different issue each week over 13 weekly episodes. Each episode had a completely unique gameplay tailored especially to fit that week's story.

I wanted the learning to be at the heart of the game mechanic, so as you taught yourself to play you also taught yourself the lesson. This project really broadened my experience - working with soap writers to knit the story and gameplay together, directing the voice acting, commissioning music, art directing photoshoots.

Junior Games Designer, Jan 2007 - Dec 2009

Read the case study here:
<http://www.sixtostart.com/smokescreen/>



Six to Start

The screenshot shows the Smokescreen website interface. At the top, there is a navigation menu with links for Home, Extras, Characters, About, FAQ, and Help. Below the menu is the large, colorful 'SMOKESCREEN' logo. To the right of the logo is a login section with fields for Username and Password, a Login button, and links for 'Forgot your password?' and 'Not signed up yet?'. Below the login section is an 'About Smokescreen' section with a brief description of the game and a 'Find out more...' link. To the left of the 'About' section is a character gallery featuring six characters with their names and short bios: Max Winston (mash admin of White Smoke), Cal Godfrey (in a coma), Melissa Wilson (obsessed with Strictly Come Dancing), Jo Parsons (recording a new podcast for boyinacoma.com), Billy Blair (catching up with Hollyoaks), and White Smoke (has 50,177 members). Below the character gallery is a central area showcasing minigames with a 'Play Now!' button and the text 'Play over 15 minigames: Edit dodgy photos, create traffic jams, start rumours, and more!'. Below this is a 'Missions' section with four mission cards: 1: The Rumour Mill, 2: White Smoke Day, 3: Too Much Information, and 4: The Daily Hate. To the right of the missions is a 'Become a Fan' section featuring a Facebook widget for Smokescreen and an 'Achievements' section. At the bottom of the page, there is a footer with the text 'Smokescreen Game is part of the Channel 4 network' and a 'SEE ALL' link.

Won the SXSW Interactive Best Game Award in 2010

Won the BUFVC Learning on Screen Best Multimedia Award

Nominated for the BIMA Accessibility & Usability Special Award

Nominated for the BIMA Educational & Outreach Award

Over 500,000 plays with 15 minutes spent on site per play session

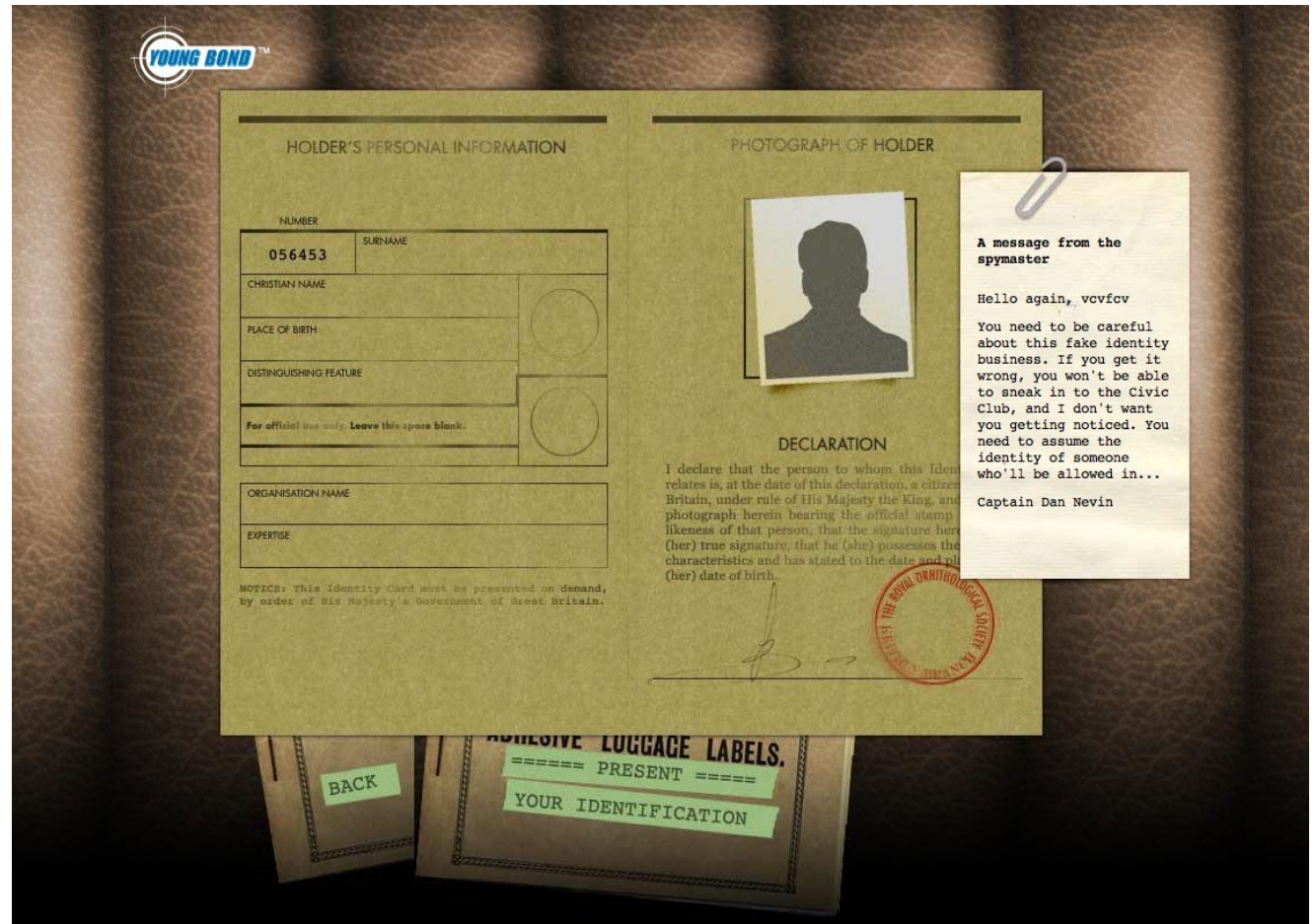
Young Bond shadow war game was a puzzle adventure story told over 7 weeks before the launch of Charlie Higson's Young Bond book 'By Royal Command'. There were 7 puzzles, each themed around spying, trickery and secret codes. The game reached over into the real world by having secret messages hidden in the pattern of the flycover of the

published books as well as a live broadcast ending where the fans solved a puzzle in real time to instruct Charlie Higson as to how to diffuse a ticking bomb!

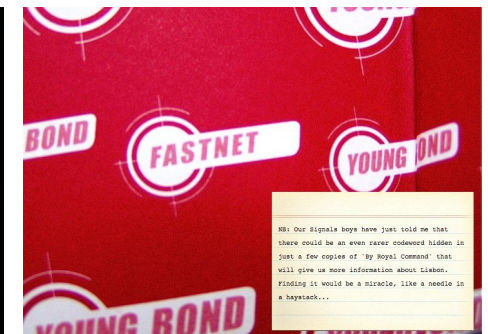
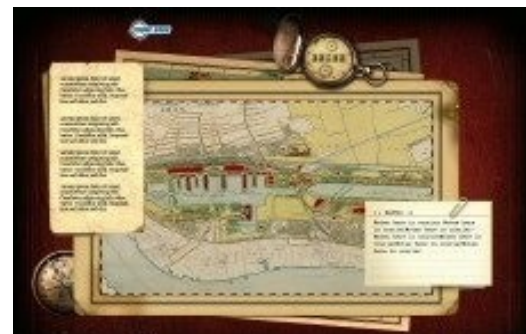
This game was created for an audience age of 9-14 year olds for Puffin books.

Junior Games Designer, Jan 2007 - Dec 2009

Read the case study here:
<http://www.sixtostart.com/onetoread/2008/the-shadow-war-getting-boys-to-read/>



Six to Start



Six Authors. Six Stories. Six Weeks. A groundbreaking exploration into digital storytelling, created for Penguin Books. In We Tell Stories, we worked with Penguin's top contemporary authors, to create new storytelling styles that used the internet as a true medium and not just a delivery platform. I produced the secret 7th Story that was hidden within the other six. This story

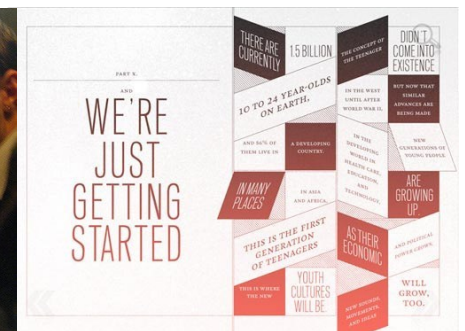
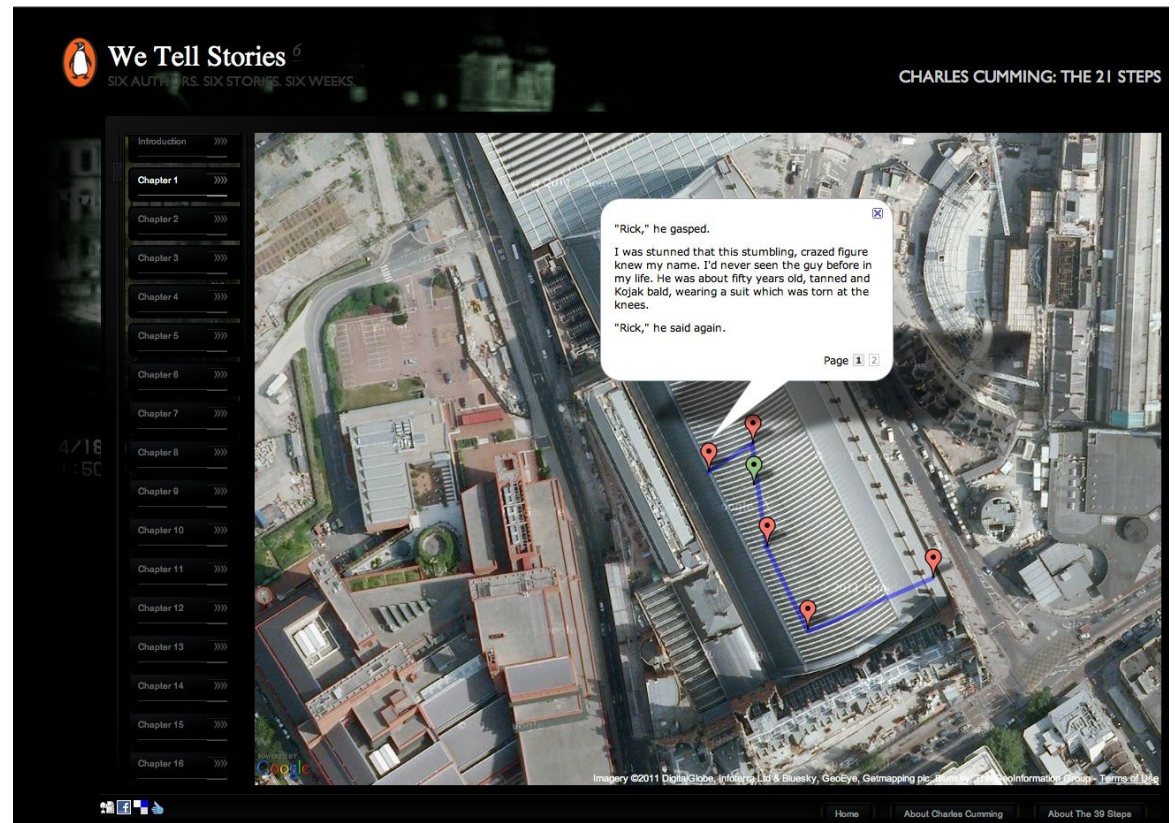
had live events, puzzles and allowed the audience to interact with - and even meet - the characters.

400,000+ readers
Huge media & blog coverage

Won the SXSWi award
Experimental Project & SXSWi Best in Show Award in 2009.

Exhibited at MOMA as part of the Talk to Me exhibition in 2011.

Junior Games Designer, Jan 2007 - Dec 2009
www.wetellstories.co.uk
http://is.gd/wetellstoriesMOMA



Six to Start

In 21 Steps the player follows the story as pins on a google map. The nefarious character Jacque De La Cour swaps stolen clues for love poems. Secret codes were hidden in Nicholas Felton's Hard Times.

SuperMe is a 'content system' made of games, videos and 'cheat codes' for life, created to show teens how to make their lives more resilient. My task was to convert the reams of superb in-depth research on 'life-hack' techniques, into a bite-sized chunks.

I created a voice for the writing that feels like your friend's

older brother coming back from Uni with all their new found life experience and wisdom. Likeable irreverently authoritative, with a casual turn of phrase. I sought out creative-commons photos and videos to go with the 'cheat codes' – well-taken amateur photos from real people made the message feel truly genuine.

Content Producer, Apr - May 2010
 Read the Cheat Codes here:
www.playsuperme.com/cheats





- What is SuperMe? ●
- Your Scores ●
- Quizzes ●

- Video
- Games
- Cheat Codes



Be better at life...

1. You can start anywhere
2. Watch or play to collect experience in the bars on the right
3. Look out for messages that will guide you through the game
4. [Click here](#) for full instructions on how to play.

"I'd rather be a tiger for one day, than a sheep for two hundred"
 Anonymous

#40 Talk To Strangers



Talking to strangers in public places increases happiness by introducing variety and novelty into life. Talking to a stranger in the bus queue, or reading an abandoned letter kicking around on the floor could bring a new opportunity and stimulus outside of your normal everyday routine.

And according to Psychology Today this can cause growth of new brain matter and delay the aging in your brain.

Photo by [Michael Comeau](#)

Tagged: friends





MINK ETTE
 Level 2: Friendly Monkey

[f](#) Logout

YOUR SCORE IS 929,258

Click Me

WISDOM: 

ABILITY: 

INFLUENCE: 

CONNECTION: 

PROGRESS: 

[View Scoreboard](#)

What is happiness?

There are lots of ways to improve your long term happiness. Check out some of those [here](#). And if you're feeling down and you want to hack your way to a better mood FAST, there's this [muscle memory trick](#) we know.

Permalink to this video | More on Wisdom

More games, videos & quizzes

Play more stuff, score more points, be more super:

Become a Fan

If you like SuperMe, become a Facebook fan and we'll let you know when we add more games.
[SuperMe on Facebook](#)



A study of 180 nuns

Pervasive games are played in the real world, reclaiming our habitats from the jaws of humdrum monotony. The same street that you walk down on your way to work can be the place you chase down a minotaur - that wall a conduit for secret spy correspondence. You can fall in love with your commute just by a small shift of context.

I helped produce the first ever London Pervasive Games Festival - Hide and Seek Fest in 2007 and started off what would become the monthly Sandpit game testing events.

Game maker, 2006 - 2014

www.hideandseek.net/play-with-us

youhavefoundconey.net

sleepnomorenyc.com

I've also worked with similarly boundary blurring creators of theatre and immersive experiences: agents of adventure, Coney and purveyors of dark wanderings Punchdrunk, best known for their NYC show *Sleep No More*, for which I created the famous white audience masks.



punchdrunk
theatrical experiences

Hide & Seek
Inventing new kinds of play



Claire Bateman

Game Designer and Creative Producer

It is such a cliché to say that you are 'passionate about your work' and so I'm stuck on how to describe it. What started out as my hobbies and distractions, gradually took over and became my life.

I studied Product Design at Central Saint Martin's College, a school I chose for its reputation for conceptual thinking.

There I started to explore how people form relationships with the objects around them, the rules they create - and how to game them!

Every project has its own requirements and each response should suit the situation. In addition to this, I always keep in mind how people will feel and behave, at the heart of my work.

Mobile: 503 758 1212

Email: mink@minkette.co.uk

LinkedIn: [moo.com/link/grbj](https://www.linkedin.com/company/minkette)

Website: minkette.weebly.com

Twitter: [@mink_ette](https://twitter.com/mink_ette)

Some Quick Links:

Wieden+Kennedy wk.com

Sony Be•Moved discover.store.sony.com/be-moved

Coke Aah Pizza Drop tinyurl.com/CokeAahPizzaDrop

Six to Start sixtostart.com

Smokescreen sixtostart.com/smokescreen

Young Bond: Shadow War tinyurl.com/youngbond

We Tell Stories werellstories.co.uk

Somethin' else somethinelse.com

SuperMe playsuperme.com/cheats

Fairtrade tinyurl.com/wkfairtrade

Hide and Seek Fest www.hideandseek.net/play-with-us

Coney coneyhq.org/

Geurilla Science tinyurl.com/guerillascience

Punchdrunk sleepnomore.nyc.com