

Claire Bateman

Game Designer

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Cliff Notes:

WLTM: I hold a current H1B visa and am not afraid to use it. Would prefer to be in Portland, OR but willing to relocate for the right position. Happy to work remotely if required.

I'm smart and insightful. I only work in companies that care about making strong, well thought-out work.

History: I've worked at Hasbro, Six to Start, Wieden+Kennedy and BBC as well as for myself as a freelance gameplay consultant and independent game designer. My expertise is in playful design and digital storytelling.

I care about all my clients, and I treat all briefs with equal prestige. The most recognisable names I've created for are Nike, Coca-Cola, Sony, Disney, Facebook, Penguin, Kraft, Procter & Gamble.

Results: Listed in the inaugural Develop '30 under 30' rising stars list; I have created award-winning work consistently from the very beginning of my career. My first two digital games won SXSWi 'best experimental' award two years running 2009 – 2010 and 'Best Game' in 2009. My most recent web project won a Cannes Cyber Lion (2014). I judge the IndieCade and IGF game awards.

Core Competencies:

Analysis: If I engage with something, I have to do so with a critical eye. I don't take client briefs at face value; instead, I dissect them, and build something that speaks to what they need, not just what they ask for. I take things apart and put them back together—stronger, more meaningful, and more engaging.

M+D+A: I root all my design decisions in the core purpose for that game's existence so that any explosions of imagination, no matter how fantastic, strengthen the design's mechanics, dynamics or aesthetic value.

Engagement: I don't believe in passive products. Everything I create demands the audience to actively interact with it—to confront something within themselves, to act, to think, to care. That's the secret: my games have won awards and my direction affects the player because I force the player to throw themselves into the heart of the game.

Vocational Experience:

Digital Creative
Wieden + Kennedy
(Oct 2012 – Jul 2014)

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 by developing digital games and real-world experiential events that focused on narrative and consumer action.

I impressed 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.

Vocational Experience:

Digital Creative
Wieden + Kennedy
(Oct 2012 – Jul 2014)

Finally, I crafted the storytelling web experience of the [Sony Be Moved](#) campaign that won the 2014 Cannes [Cyber Lion](#) Silver award for website experience, the [FWA site of the day](#) for February 14th, 2014, and the 2014 [ANDY](#) website and digital design awards—by concepting a project that stood alone as something engaging and compelling, while at its core respected and fulfilled Sony's needs.

Game Designer
Hasbro
(Oct 2010 – Aug 2011)

With 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', I created new IP, as well as expanding the existing Hasbro brands with games for these underserved markets. I simultaneously ran 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.

Consultant
and Content Producer
Minkette Design
(Aug 2011 – Sept 2012)

I served as an expert on the best ways to integrate gameplay and game mechanics into my clients' projects, this ensured they would gain the user traction they needed without losing their audience's loyalty by steering clear of shallow 'gamification' techniques. I was also a content producer for various digital media agencies and experience agencies. I created written and visual assets as well as 'style bibles' to best structure the content so as to appeal to the target audiences.

I have run several game design workshops at festivals including GameCity, NL Festival of Games, BBCBlast & GameCamp UK.

Training: I studied Art & Design at Oxford Brookes University and Product Design at Central Saint Martin's College, University of the Arts London.

I'm trained in SCRUM, the Agile development project management system.

Skills: Working in both small 'all hands on deck' teams and large dedicated departments, I have honed a broad spectrum of skills. These are some of the hats I've worn:

Writing, art directing, conceptual design, user flow and UX, strategic planning, R&D, presenting, project managing, building physical prototypes, live event producing, leading workshops, voice acting, QA.

I frequently collaborate with programmers on ambitious experimental designs, so I have experience bridging the gap between the conceptual target and the final executed design.

I know these programs like the back of my hand: Photoshop, Illustrator, Basecamp, Pivotal Tracker, Word processing, presentations and spreadsheets (preference is Google Drive)

Proficient in: InDesign, Kanbanery, Omnigraffle, Unity, Wordpress, Arduino, Processing.

References: On request. There are also some nice things people have said over on my [LinkedIn](#) page.