Wayne Imlach - Game Designer

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Generalist game designer/producer with a leaning toward simulation & management style games. Familiar with console, PC, mobile and gambling game development.

27+ years of experience in all aspects of game development - design, audio, graphics, prototyping, localisation, QA and production.

Specific areas of experience include:

- Game Design
- User Interface Design
- Technical Writing

- Scripting & Level Design
- Prototyping
- Project Management

I have worked successfully in both small and large teams, with a mix of leadership and specialist roles. I'm self motivated, extremely practical and enjoy looking for creative solutions to problems.

Work History

Jam.gg - Senior Game Designer
November 2021 - Present
Senior designer with the small internal development team. In addition to developing a number of internal projects (Arsene Bomber Cosmic, Pawker, Maker Party & an unannounced title), I also provide design support to external 3rd party studios developing on behalf of Jam.gg.

Lightneer - Senior Game Designer (Freelance)
August 2020 - October 2021
Provided general game design support for internal and external development teams. Created around 30 HyperCasual concepts, taking 8 to prototype stage. Evolved an existing successful HyperCasual title into a HybridCasual variant. Delved into all aspects of hyper and hybrid game development.

Pictagor - Game Designer (Freelance)
April 2020 - September 2020
Part-time game design support for Pictagor's indie title "Crypto: Against All Odds". Primarily some level scripting, game balancing and UI tweaking as the title was quite far into development when I joined.

Fluttermind Ltd - Pixel Art & Game Design Support (Volunteer)
January 2020 - Ongoing
Volunteer support for 'Moonring', a small indie project developed by Dene Carter. Primarily providing pixel art and game design input.

Tall Team - Senior Game Designer (Freelance)
October 2019 - December 2019
Game design support for Tall Team on their mobile project 'Investor Island', being developed on behalf of The Motley Fool. Primarily game balancing, game systems design and UI design.

Casumo - Senior Game Designer
March 2016 – December 2018
Hired as part of a small team tasked to set up an internal game development department within Casumo. This role saw me take positions in Gibraltar, Malta and Barcelona with a mix of game design and general production roles. Game projects included 'Adventure Cab', 'Call of Kora' and a number of additional unreleased titles.

Odobo - Senior Game Designer
July 2013 - March 2016
Initially hired as a freelancer, I was offered a full time role to head up design for an internal game development department. Despite no previous experience with gambling games, I quickly came up to speed on all aspects of video slot development - user psychology, mathematics and established design patterns. Notable projects (in addition to general support on various other titles) were: The Oddventurers, Extinction, Gourmet Ranch Riches, Independence Pay, Grand Roulette and Elemental Forces.

SuperFunPlay - Game Designer/Director
December 2010 - December 2013
A small hobby startup with 3 colleagues working on casual games for the Apple app store. Three games were developed, but only two saw release - Bubble Dreams and Apeshot.

Lionhead Studios - Game Designer
Summer 2010
As a contractor I worked on an ancillary 'browser based/social network' game project in support of the subsequently shelved 'Milo & Kate' title.

Popcap Games - Game Designer/Producer
November 2005 - June 2009
Primary responsibilities were logic and UI design, technical problem solving and project management of the prototyping and pre-production phases. A typical development team would be 2 engineers and 2 artists in the initial phases, moving up to 10 or more engineers, 6 QA testers and 1 producer during production and porting. Titles include mobile editions of Bejeweled, Chuzzle, Bookworm, Peggle, Bejeweled Twist and Zuma's Revenge.

TKO Software - Game Designer
February 2005 - July 2005
Designed and documented all projects for mobile devices, creating levels and mission content using in-house level editing and scripting tools. Developed and documented several game concept designs, most notably 'Cars' and 'Pirates of the Caribbean 2' (Disney), Pool of Radiance (Mattel) and Operation Flashpoint (Codemasters).

Climax - Game Designer
April 2003 - December 2004
I analysed the PC version of Black Hawk Down and documented the requirements for a successful console conversion. Joined "The Final Option" team in an advisory role, eventually taking over lead duties. Provided critical analysis, development planning, streamlined existing documentation, outlined mission design and scripting tools, and provided prototypes for product demos. During this time I managed a small team of designers and provided concepts for other potential projects within the Climax group.

Angel Studios - Game Designer
September 2001 - February 2003
I joined a newly created team to produce the sequel to the successful PS2 game 'Spyhunter' for Midway. Responsibilities included generating a game design that incorporated features of the original title while updating the game-play with new elements that utilized the studio's technology and art style. I designed and scripted several game missions and generated storyline, characters, mission structure and game-play progression, as well as in-game dialogue and text. When the previous director left the company I took on the role of Director of Game Design (though only on a temporary basis).

Muckyfoot Productions - Game Designer
August 1999 - August 2001
On the strength of my previous work, Muckyfoot asked me to join their studio and design the game mechanics for their latest title, Startopia. Taking into account existing art and game-engine work, I designed the principles of game-play from the ground up, developing and maintaining an on-line design document detailing all aspects of the game mechanics. I designed and programmed (using a custom scripting language) all game scenarios, and co-wrote game dialogue and text including the game manual.
Startopia was shortlisted for the BAFTA game of the year award in 2001.

Psygnosis - Game Designer
August 1997 - August 1999
Initially worked on a new IP (Stunt Dudes) with the studio's youngest team, generating a workable design document from concept notes.
After a restructuring by Sony Europe shelved all new IP, I took an existing troubled project and turned it around from endangered to releasable product, modifying the existing design, taking into account work already done and time left for the project. As well as managing a small team of 3 designers, I balanced the game and scripted 25% of the levels.
Subsequently I was offered the challenge of developing the next Wipeout with only 9 months development time. I took responsibility for maintaining the excellence of the Wipeout series, refining all team game ideas and concepts into an achievable, yet ground-breaking product. I redesigned and rebalanced all basic elements of the game to appeal to a wider audience and managed circuit design, balancing and optimization by a team of 3 level designers.
Wipeout 3 won the 1999 BAFTA award for Game Design.

Bullfrog Productions Ltd - Lead Tester/Level Designer/Assistant Producer
September 1995 - June 1997
With no previous industry experience, I joined Bullfrog at the entry level of games tester. I was a founder member of a newly formed testing department. Projects included Magic Carpet, Dungeon Keeper, Gene Wars and Syndicate Wars. I suggested ideas and concepts for new Dungeon Keeper design, and also assisted external developers to ensure release dates of conversion projects.
I joined the Theme Hospital team initially as lead tester, eventually taking the role of designer. I remained with the development team to aid in all aspects of game development and support, overseeing graphic conversion software tools. I then worked on conversion and editing of resulting 2D graphics. I also handled all correspondence and support regarding patch disks, hints and tips, enquiries etc. and drafted re-design documents for the PS1 conversion.

Gameography

- **Theme Hospital** (Bullfrog)
- *Stunt Dudes** (Psygnosis)
- **Retro Force** (Psygnosis)
- **Wipeout 3** (Psygnosis)
- **Startopia** (Muckyfoot)
- **Spyhunter 2** (Angel Studios)
- **Black Hawk Down** (Climax)
- *The Final Option** (Climax)
- *Pool of Radiance Mobile** (TKO)
- *Operation Flashpoint Mobile** (TKO)
- *Bejeweled Mobile** (Popcap)
- **Chuzzle Mobile** (Popcap)
- **Bookworm Mobile** (Popcap)
- **Peggle Mobile** (Popcap)
- **Bejeweled Twist Mobile** (Popcap)
- **Zuma's Revenge Mobile** (Popcap)
- **Bubble Dreams** (SuperFunPlay)
- **Apeshot** (SuperFunPlay)
- **The Oddventurers** (Odobo)
- **Extinction** (Odobo)
- **Gourmet Ranch Riches** (Odobo)
- **Independence Pay** (Odobo)
- *Grand Roulette** (Odobo)
- *Elemental Forces** (Odobo)
- **Adventure Cab** (Casumo)
- *Planet Moto Racers** (Casumo)
- **Call of Kora** (Casumo)
- **Arsene Bomber Cosmic** (Jam.gg)
- *Pawker** (Jam.gg)
- *Maker Party** (Jam.gg)

    *Denotes Unreleased