



CHLOE ELFORD

GAME DESIGNER

PORTFOLIO

lifeinthecolane.com

LINKEDIN

linkedin.com/in/chloe-elford/

ITCHIO

chloeelford.itch.io/

TWITTER

@chloeeelford

CORE ABILITIES

Level Design
World Building
User Experience
Design Documentation
Programming in C#
HTML5 & CSS

SOFTWARE

Unity
Visual Studio
3DS Max
Maya
Adobe XD
Trello & Jira
Perforce

LANGUAGES

English
French B1 (Intermediate)

HOBBIES

Gaming with a love
for MMORPGs
Reading fantasy novels
Collecting Lego
Football (Treasurer for my
university team)

I am a game designer who loves to create and discover new worlds within games. Combining my technical and creative skills, I am competent at documenting design decisions clearly, building spreadsheets and presentations to display my creative ideas.

EXPERIENCE

Marmalade Game Studio — Nov 2022 - Present

As a Junior Game Designer I have worked on the titles MouseTrap and Ticket to Ride. I collaborate closely with the Creative Director, UX/UI, 2D/3D artists, programmers and producers. My role involves:

- Ideation
- Matchmaking design
- Meta Game design
- FTUE and Tutorial design
- GDD and spec writing
- UX design
- Playtesting and feedback
- SFX
- Localisation
- Analytics and Research.
- AI design
- Turn timer design
- Iterating and improving on designs from feedback.

Global Game Jam — 2020 - 2022

Each game jam lasted three days:

- 2020 - I collaborated with design and animation students. I helped design and program a 2D endless runner and lead the team by delegating tasks and time restraints.
- 2021 - I created a solo project where I took part from home due to the Covid restrictions. I designed and developed a timed point-and-click game. I also learnt Photoshop to create the art.
- 2022 - I worked with an artist where I designed and programmed a local 2-player competitive game. We conducted user testing to improve our game as we had spare time after development.

Global Campus Studio — SEPT 2020 - JAN 2021

A collaboration with Ryerson University in Canada to create an app that would increase artists motivation during the pandemic. I lead the UX/UI team to design the app and website.

EDUCATION

BA Game Design — Sep 2019 - Jun 2022

First Class Honours from University of the Arts, London

Level Design Masterclass — May 2024 - Present

I am currently working on a Level Design Course through Udemy that teaches LD in the Unreal Engine.

Narrative Design Masterclass — Dec 2023 - Mar 2024

Certificate earned through Udemy

Foundations of User Experience Design — May 2022

Certificate earned from Google through Coursera

REFERENCE ON REQUEST