



CHLOE ELFORD

GAME DESIGNER

PORTFOLIO

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LINKEDIN

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CORE ABILITIES

World building
Mechanic design
User Experience
Design Documentation
Programming in C#
HTML5 & CSS

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 design systems and display my creative ideas.

EXPERIENCE

Marmalade Game Studio — Nov 2022 - Present

While working at MGS as a Junior Game Designer I have worked on the titles MouseTrap and Ticket to Ride. I have collaborated closely with the Game Design team, UX/UI designers, 2D and 3D artists, programmers, producers. My role has involved:

- Ideation
- Matchmaking design
- Meta Game design
- Narrative 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.

SOFTWARE

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

Global Game Jam — 2020 - 2022

- I collaborated with design and animation students in 2020. I helped design and program a 2D endless runner. I lead the team by delegating tasks and time restraints.
- In 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.
- I worked with an artist in 2022 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.

Each game jam lasted three days.

LANGUAGES

English
French B1 (Intermediate)

Global Campus Studio — SEPT 2020 - JAN 2021

A collaboration project between students from Ryerson University in Toronto, Canada to create a product that would increase artists motivation to create during the pandemic.

HOBBIES

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

- I lead the UX and UI team, who were in charge of designing the user's progression through the app as well as the website layout.
- I communicated with other team leaders and overcome the issue of time zone differences.
- I created the roadmap for the hypothetical development and release of the app.

EDUCATION

BA Game Design — 2019 - 2022

First Class Honours from University of the Arts, London

REFERENCE ON REQUEST