

SETH SMITH

SENIOR SYSTEMS DESIGNER



ABOUT ME

Born in Dallas, Texas, Seth Smith first discovered he had a passion for games at the age of five. While playing video games, he noticed gameplay variations between Super Mario Bros. and Super Mario Land. He fell in love with the possibility of creating his own variations and imagined many new gameplay experiences. His passion for games grew, which led to him becoming a game designer.

His philosophy on game design is that every game should aim to push the medium forward, innovate a concept, fulfill a need, or find a way to be unique. Seth would love to see his work transcend into film, music, and other forms of media.

CONTACT

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CREATIVE

Narrative Design

Core Loop Design

UI/UX Wireframes

Design Presentation

TECHNICAL

System Balance

Iterative Design

F2P Monetization

Game Prototyping

LEADERSHIP

Adaptability

Responsiveness

Conflict Resolution

Analysis & Criticism

TRANSMEDIA

DJing

Poetry

Public Speaking

Music Performance

Senior Systems Designer (2017 - 2019)

NBCUNIVERSAL - Jurassic World Alive, F&F: Crossroads, Series, FunkoPop, Jaws.IO

- Created new concepts for new game, film/TV and consumer products opportunities
- Proposed features and provided systems feedback for mobile, console, PC, and VR
- Prototyped game concepts and features for games based on NBCUniversal IPs

Senior Game Designer (2016 - 2017)

SCOPELY - Dice, Yahtzee, Dice With Ellen, WWE Champions

- Created an improved reward feature that addressed numerous gameplay issues
- Created a progression feature to increase long term investment and engagement
- Created a vanity upgrade feature that provided value for collecting similar items

Game Designer (2015 - 2016)

IGT - Goldify, 1421 Voyages of Zheng He, Gong Xi Fa Cai

- Co-tuned Jackpot math for various mathematical models with multiple jackpot levels
- Worked with art and sound designers to improve celebration moments
- Worked with engineers to prepare and analyze histograms

Junior Game Designer (2013 - 2015)

KIWI - Mystery Estate, Age of Espers

- Primarily planned the resource distribution for all dungeons and combat encounters
- Owned the level design experience, designed and implemented all dungeon layouts
- Designed, implemented, and playtested the core systems with the development team

Designer (2010 - 2012)

METHOD - Yard Sale: Hidden Treasures, House: Critical Cases

- Designed the original core gameplay loop for House: Critical Cases by Ubisoft
- Conceptualized and designed a hidden object game for Zynga.com and Facebook
- Developed and tuned features based on analytics to improve KPIs

Bachelor Of Fine Arts (2006 - 2010)

Savannah College of Art and Design - Interactive Design and Game Development

- Project Z.E.U.S. - Winner of the SXSW Screenburn AAA Game Competition
- Influence - Best Non-Digital Game at Game Developer's Exchange

Intern (2009)

Georgia Film, Music, and Digital Entertainment Department

- Created and managed social media sites for the state's entertainment department

EXPERIENCE

EDUCATION