

# Willem Delventhal

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## Qualification Summary

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Game Designer with more than 14 years specializing in early stage projects with positive intent. From a friendship-first metaverse to scientific games for cats, Willem is strongest when placed on projects that require a high degree of creativity and cross department teamwork.

**Design Skills:** Prototyping, playtesting, rapid iteration, UX, progression systems, economy design, gameplay balance, engagement analytics, wireframing, storyboarding, more

**Tech Skills:** C#, Unity, Unreal, Blueprints, Javascript, Node.js, HTML, CSS, PHP, Lua, more

**Published Games:** [WithMe](#), [Taelmoor](#), [Lumosity](#), [LumiKids](#), [Fargym](#), [Mew and Me](#) more

## Experience

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**Together Labs** Redwood City, CA

May 2022 - Present

### **Senior Game Designer**

The creators of IMVU, Together Labs sees their role in the metaverse as helping people connect, create and earn.

- Lead the Game Design department on WithMe, an internal startup of 50 building a friendship-first metaverse in the Unreal engine for mobile devices
- Prototyped dozens of game concepts ranging in size from purchasable toys to entire worlds
- Created succinct, powerful GDDs and other documentation to guide production teams
- Built levels and arranged elements in Unreal and balanced gameplay using Blueprints
- Communicated and playtested with users to better understand our players and disseminated these learnings to the rest of the team
- Lead the development of a better user research pipeline including recurring playtests, open user communication channels, and extensive data analytics
- Collaborated with multidisciplinary teammates to build an incredible user experience

**Delve Bros** El Cerrito, CA

July 2020 - Nov 2021

### **Combat Designer**

Co-Founded a studio with two co-founders that successfully funded an app enabled dungeon crawling board game via Kickstarter.

- Built an AR enabled board game via a web prototype and a React Native companion app
- Took concept from nothing to successfully funded via Kickstarter in less than one year
- Ideated and prototyped multiple game concepts to ensure the best chances of success
- Conceived of combat deck building mini-game and playtested it to release
- Vetted, hired and managed team of 10 who wrote and created Taelmoor game

**Indie Game Academy** Atlanta, GA

Oct 2020 - Present

**Game Design Professor and Founder**

Gamified Indie Studio Bootcamp that empowers game creatives to publish their first games. Act as game design professor as well as tactical advisor to multiple studios.

- **Created an entirely new kind of game design bootcamp**
  - Oversaw, managed and offered game design support to 20 published games, primarily released on mobile in the Unity game engine
  - Teach game design and many other skills to hundreds of game developers
  - Source and manage a diverse collection of professors from across the industry
  - Gamified the bootcamp via classic retention and progression systems to bring out the joy of learning which showed a marked increase in number of return students
- **From nothing to something in one year**
  - Brought product from nothing to \$70k in sales in first year
  - Helped found and fund multiple graduate studios

**Lumos Labs - Lumosity** San Francisco, CA

Oct 2014 - Aug 2018

**Game Designer and Senior Software Engineer**

Specialized studio that delivered brain training games to over 95M users worldwide.

- **Lead Game Designer on experimental rhythm training game**
  - Attempted to address underserved user segment by creating a game in a completely unexplored category: rhythm
  - Partnered with visual artist to create Feel the Beat, an 80s themed rhythm training game that became one of the most played games on the platform
  - Ran bi-weekly playtests in order to guarantee quality of game concept
- **Created or ported over half a dozen other games in Cocos2D with Lua, Unity C#, and Flash Actionscript**

## Education

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**Roger Williams University**

2011 to 2015

Studied Business Management, Computer Science and Web Development while consistently working on game side projects. Started a club for tech entrepreneurs that successfully sold an app.

## Personal Interests

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I am a huge lover of games, conscious business practices and creativity. I am an avid Ork player in Warhammer 40k, don't feel right without superglue stuck to a few fingers, and can't stop creating games and more. I used to design board games instead of book reports (life hack of the century) and only really got into the game industry because I half accidentally sold a video game to AddictingGames.com when I was 15. I dream of a brighter tomorrow, always.