Willem Delventhal

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Qualification Summary

Game Designer with more than 14 years specializing in early stage products in unexplored spaces. From a friendship-first metaverse to brain training video games, Willem is strongest on tasks that require a high degree of creativity and cross department teamwork.

Design Skills: Prototyping, playtesting, rapid iteration, systems design, economy design, gameplay balancing, engagement analytics, wireframing, storyboarding, more
Tech Skills: C#, Unity, Unreal, Blueprints, Javascript, Node.js, HTML, CSS, PHP, Lua, more
Published Games: WithMe, Lumosity, Taelmoor, LumiKids, Eargym more

Experience

Together Labs Redwood City, CA   May 2022 - Present
Senior Game Designer
The creators of IMVU, one of the first social avatar platforms with over 200 million users Worldwide, 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
Game Designer
Co-Founded a studio that successfully funded an app enabled dungeon crawling board game via Kickstarter.

- Built an app 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 Advisor and Founder

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

- **Created a 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 95 million 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

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

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.