

# ROB SPARKS

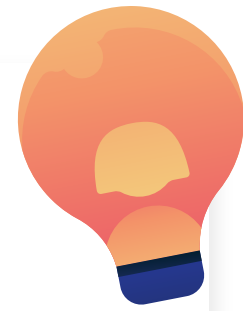
Game / Product / Graphic Designer



For me, the true art of play is in **crafting memorable experiences**. I find no greater joy than building the playgrounds people need to rediscover themselves through play, to safely let their true selves shine through playful expression.

From weaving wondrous worlds in my role as a six-time published **tabletop game designer**, to animating audiences out of their seats in delightful despair as a **Crisis Specialist** and **facilitator**; my purpose in life is devoted to discovering those moments that transport you to new places, and exploring wild avenues to make them accessible to all.

## SKILLS



- Comfortable leading a broad range of projects in my personal and professional life; from developing six tabletop games to publication, and leading high value client-centric proof of concepts to successful delivery including a year long £340k ARR deal with clients such as Neptune Energy, Mercedes, and IBM.
- Concious stakeholder manager in my professional and hobby career, engaging with wider product and market value discussions across teams, and confident to share opinions and manage conflict from extensive internal and external development experience.
- Strong experience in validating new ideas by developing and demonstrating physical and digital proof of concepts, iterating in collaboration with stakeholders, and formalising requirements, risks, and dependencies to effectively advance a project.
- Excellent context-specific communication; appropriately addressing people and topics considerately, and with respect to audience knowledge, authority, and commercial relationship, as displayed in over 50 high-impact product demos, workshops, live events, webinars, and facilitations.
- Over 8 years experience in graphic design, product design, and UX - creating over 400 accessible rich media assets to professional specifications including; graphics, wireframes, videos, custom SFX and music, voice acting audio, style guides, images, and print media.
- Multidisciplined problem solver, drawing on my adaptive experience to resolve, track progress to agile methodologies, and assure quality in my roles as developer, designer, writer, consultant, facilitator, and negotiator of the game contracts I've tendered.
- Openly referenced as a positive, knowledgeable, and non-judgemental support role by my colleagues across the organisation; cultivating a reputation as a people focussed project-driver to ensure an open and collaborative work environment in my roles as Crisis Sim Team Lead, and as a game design mentor.

## CAREER



### Head of Product - Becoming

Remote (Start-up) — Jun 2023 - Present (10 mos)

- Created original product concepts for AI-assisted mental health applications, designed and facilitated gamified workshops teaching ACT therapy as part of the retreat program, and supported the pilot retreat to prove product viability and raise start-up investment.

### Founder & Game Designer - Board Game Bud

Remote — Apr 2018 - Present (6 yrs)

- Designed and developed over 25 highly unique tabletop games to advanced prototype phase - Including **Tinderblox**, **Barbeques** (Alley Cat Games), **Gunsen** (Stone Sword Games)

### Senior Content Specialist & Team Lead - Immersive Labs

Remote/Bristol, UK (Start-up) — Mar 2020 - May 2023 (3 yrs, 3 mos)

- Managed the Crisis Simulation team to develop and deliver quarterly roadmaps, run agile sprint ceremonies, manage jira project tracking, and provide SME and team support

- Developed over 40 crisis scenario tabletop exercises for SaaS products and client engagements

### Project Manager - GRV Media/Entrepreneur Ltd

Remote — Sep 2014 - Mar 2020 (5 yrs, 1 mos)

- Key roles include: Project manager (esports news site - Elecspo), Graphic UI/UX Designer, Front-End Web & App Developer, Editor, Tech Support

### CTO & Co-founder - DYFRNT

Plymouth, UK (Start-up) — Oct 2014 - Feb 2016 (1 yr, 5 mos)

## RELEVANT EDUCATION



### BSc Digital Art & Technology (2:1) - Plymouth University

Noteworthy Modules: Game Design, Creative Coding, Experimental Media, Venture Culture

### Designing Gamification - Engagement Alliance

Levels: 1 & 2

## ACHIEVEMENTS



Designer of six published games (100k+ units sold, £424k+ publisher rev)

- **Tinderblox** (Day, Night, & Sunset) — Alley Cat Games
- **Barbeques** (Meat, Veg) — Alley Cat Games — Release Q3 2024
- **Gunsen**, **Battle for Japan** — Stone Sword Games — Release Q4 2024

Winner & Finalist of multiple board game design contests

- **Pack It Tin** (Best Overall Game) — BoardGameGeek's 2018 Mint Tin Design Contest
- **Drakkard** (Finalist) — Button Shy's 18 Identical Card Challenge
- **Tug of Paw** (Finalist) — The Game Crafter: Single Card Challenge

Co-founder of the 10 Minute Design Challenge (10MDC)

- Co-host of the 10 Minute Design Chat podcast — 48 episodes, over 6,600 downloads
- Organised and ran the 10MDC convention stand and delivered a seminar at Concord game con

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