

David Doran-Marshall

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⦿ Senior Game Designer

I am a multidisciplinary designer with a background in immersive games and app development. I employ a user-centric design process and enjoy working with cross-functional teams to solve problems through prototyping, analysis, user research, and design exploration.

Outside of work, I prize time spent learning about new technologies, and how users will interact with them. An area that interests me most is the convergence of communication, 3d visualization, and real-time simulation technology.

With 15 years of experience designing, developing and shipping products, I bring an open and analytical mindset to the development process. I thrive when I can help the team see the big picture as well as discover solutions to the nitty gritty details.

⦿ Expertise

Skills

- **Game Design and Development:** game systems design, game ux, design documentation, scripting, level design, grey/white boxing, cinematic animation, lighting, and particle effects
- **Wireframing:** sketching, ideation, prototyping
- **UI and Interaction Design:** game ui, responsive mobile apps & websites, animation, color theory
- **Spatial Computing:** VR/AR Design, 3d interaction design
- **UX research:** usability analysis, empathy, active listening, personas, information architecture
- **SCRUM / Agile Methodology**

Tools

- 3dStudio Max, Maya, Unity 3d, Unreal Engine
- Sketch, AdobeXD, Figma, Axure, Balsamiq Mockups
- Adobe Photoshop, Illustrator, Premiere
- Word, Excel, Powerpoint, Keynote
- Understanding of C#, HTML5, CSS, JS, C and PHP
- SVN, Git, Perforce
- Google Analytics, Knowledge of SQL
- JIRA, TeamWorkPM, Slack

Work Experience

2013 - Present
Dallas, TX

Product Designer | Egowall

I am responsible for user research, usability testing, market analysis, UI/UX, level design, and game design.

- Wireframing, storyboarding, prototyping, game and level design for a suite of mobile puzzle games using Sketch, AdobeXD, Photoshop, 3d Studio Max, Unity 3d
- Lead a 6 month redesign effort on key usability features of the product which cut down on repetitive tasks by 75%, and lead to further capital investment
- Conduct User and Market Research to guide Business Strategy while working directly with artists, developers, marketing, PM, and CEO.

2008-2013
Dallas, TX

Lead Designer | Controlled Chaos Media

I was the first hire at this independent studio. In addition to developing our own IP, we used realtime videogame technology to create solutions for clients such as Mobile AR apps.

- Conceived, planned, and deployed product strategy and UX, resulting in hundreds of thousands of dollars in revenue.
- Designed interfaces and experiences, planned, iterated upon, and shipped multiple iOS and PC titles using Unity 3d, Unreal, 3d Studio Max, and other tools.
- Pitched RFP's to publishers, met with clients to review timely deliverables and manage project timelines.

2005-2008
Dallas, TX

Level Designer I/II | Atari / THQ

As a level designer I researched, pitched, designed, scripted, and iterated upon interactive game content for AAA handheld, and console videogames. I managed a team that edited and guided experiential content in the product, and created detailed design systems for key gameplay elements.

- Directed an internal team of 5 designers responsible for polishing design implementations of 90 distinct videogame level experiences to provide consistent quality.
- Utilized user research for validation and feedback throughout the development process. Collaborated across disciplines to discover creative and timely solutions.
- Developed content with various tools including: Maya, Adobe Illustrator, and in-house engines.

2004-2005
Plano, TX

Technical QA Tester | Gearbox Software

I was part of a technical testing group within Gearbox Software, in charge of testing and identifying solutions to problems on a product for Xbox, Playstation 2, and PC

- Tested game in coordination with Producer and Designers, wrote detailed bug reports. Tracked and fixed bugs using internal tools, and Unreal Engine.
- Collaborated closely with engineers to aid in creation of internal proprietary tools

Education

2004-2005
Plano, TX

- The Guildhall at SMU
Interactive Digital Technology with a focus in Design

1997-2001
Sherman, TX

- Austin College
Bachelors of Fine Arts