

Jake Walder

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Game Designer with a decade of experience shipping **20+ titles** across **PC, console** and **mobile**, dedicated to building innovative, **player-first** gaming experiences. **Creative thinker** and **problem-solver** who is always coming up with **new ideas** and **solutions**. Seeking an **exciting** and **unique** project to get stuck into.

EXPERIENCE

Tripledote Studios, London — *Senior Game Designer* *September 2022 - February 2026*

- **Core Responsibilities:** Owned the player experience and all gameplay content for *Woodoku* and *Woodoku Blast*, reporting directly to the CPO and Level Design Director. Created detailed design documents and wireframes, designed levels, and used data and experience to prioritise content and devise roadmaps.
- **Leadership & Mentorship:** Led a 3-person level design team (Lead, Senior, Mid-level); successfully mentored one Junior to Mid-level to Senior, and another from Junior to Mid-level. Successfully completed an 8-module corporate management development programme.
- **Team Collaboration:** Directed the production of features and mechanics, working closely with Product, Analysts, Development, Art and QA to create the best possible features from pre-production to post-release.
- **Data & Analytics:** Utilised analysis skills and ran intensive experiments to deeply understand player behaviour, evaluating the impact of design iterations to guide feature improvements and future roadmaps.

Woodoku — 150M+ Downloads

- Owned all gameplay elements; designed systems, levels and features. Created a level extension that increased engagement by 20% and ARPDAU by 15%. Engineered new shape-generation algorithms that boosted retention by 5%, designed a custom level editor, and curated and optimised 152 levels weekly for LiveOps.

Woodoku Blast — 20M+ Downloads

- Owned the design and production of all gameplay elements, systems and UX design, including haptics and audio. Created features that drove a 10% increase in ARPDAU, and devised extensive A/B testing and data-driven level design iterations to deeply understand player behaviour and boost retention by 5%.

Meathook, Indie Title — *Design Consultant, Composer* *February 2025 - July 2026*

- Consulted on the game's design, directly improving mechanics, user flows, level design and UI/UX design.
- Co-wrote, produced, mixed and mastered the soundtrack for the indie title *Meathook* under the alias HYPNO.

Playtika, London — *Game Designer* *June 2020 - June 2022*

- Collaborated with the Product Lead as the sole game designer, providing the game design and player perspective to creative discussions for *BRIX Blast Friends* and *BRIX Blast Rivals*.
- Designed and curated dozens of features, managing their development from the initial idea to final implementation by writing detailed specifications and overseeing the work of the developers and artists.
- Solely responsible for level design for both titles, utilising data analysis to inform level design iterations that optimised and improved retention, engagement and monetisation.

Massive Monster, Southampton — QA Lead & Level Designer October 2015 - August 2016

■ *'Your dedication, attitude and all round personality have made you a joy to work with.'* – Jay Armstrong, Co-Founder

- Designed and curated over 50% of the levels and designed various game objects and mechanics for *The Adventure Pals*, and contributed to the level design effort for *Never Give Up*.
- Responsible for all QA and level curation for both titles, ensuring high level quality and reliable game stability.

Excalibur Publishing, Banbury — QA Tester October 2015 - August 2016

- Responsible for QA of over 10 Steam titles, including *Jalopy* and *Shoppe Keep*; which required a strong grasp of gameplay mechanics to effectively identify, analyse and document bugs.

EDUCATION

Bournemouth University — BSc Games Programming (2:1) September 2016 - June 2019

- Completed a research dissertation involving a reaction-time-based mobile game in Unity (75%) and developed core skills through the following modules: Gameplay, Physics, UI, Core Loops and AI.

Peter Symonds College — Maths, Physics & Computing A-Levels September 2013 - June 2015

PERSONAL PROJECTS

Walder Games — Independent Game Developer February 2026 - Present

- Designed, developed and released a mobile game called *Penguin Slide* on itch.io for Android and Web. Programmed in Unity and created all art, music, SFX and levels, utilising Antigravity to accelerate development.

HYPNO — Electronic Music Duo 2020 - Present

- Co-wrote, produced and mixed 3 singles released across all major music platforms; created custom single artwork using Photoshop.

SKILLS

- **Level Design, Gameplay Design, Systems Design**, UI/UX, LiveOps, Balancing & Economy, Wireframing, QA Systems.
- **Unity, Photoshop**, Looker, Figma, Miro, VSCode, Aseprite, **Excel/Sheets**, GitHub, JIRA, Confluence, Antigravity, Blender.
- Experience with **C#, C++** and **SQL** and highly knowledgeable in all **core programming fundamentals**.

INTERESTS

- **Travelling**: Currently travelling around Southeast Asia since February 2026.
- **Music**: Guitarist, **self-taught music producer** currently **writing and producing 2 albums**. Previously recorded with a **Grammy-winning producer**, aired by BBC Introducing and **performed** at a **music festival**.
- **Games**: Constantly playing and staying **up to date** with the **console, PC and mobile markets**.
- **Hardware & Audio**: Utilise **self-taught electronics knowledge** to modify guitars and create guitar pedals.

FAVOURITE GAMES

Assassin's Creed, Pokemon, Baldur's Gate 3, Skyrim, CS:GO, Minecraft, The Witcher 3, Halo, Stardew Valley, Zelda.