Shane Gaffney

Game Designer

Portfolio & Contact Info
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EXPERIENCE

Lost Boys Interactive, WWE 2K23, 24, 25 — *Systems Designer*

June 2022 - Present

Designing Faction Wars, a Roguelite Game Mode from ideation to final implementation. Designing economy to meet engagement goals for the mode and also designed stages using modern level design principles. Outlined architecture of the mode to allow features to be generic and able to be used in the future for other game modes. Designing store to promote continual engagement throughout the year for our Competitive and New player archetypes.

Designing Seasonal Features & Content for Faction Wars, Proving Grounds, Challenges, Weekly Towers, Store & Localization, First Time User Experience.

Paddle Creek Games, Fractured Veil— *Systems Designer*

December 2022 - April 2023

Designed Economy in Google Sheets by creating rewards & POIs to guide the Player Journey, with an eye on survival genre player archetypes (Builder, Fighter, Harvester, etc.). Created "Survive & Thrive" thresholds across all progression zones.

Electronic Arts, Madden Mobile (MM) — *Game Designer I, II*

June 2019- June 2022

Designed Progression Game Modes like Practice Squad & Yard: World Tour aimed at creating fulfilling reward loops for different player archetypes (Hardcore, Midcore, Casual).

Pitched & Designed Narrative Game Mode: The Yard: Underground.

Designed UX Features, including Roster Management, Resource Reclaim & Player Select Filter.

Designed Features & Implemented Content for Journeys & Masters Series game modes.

Torch Technologies, T.H.A.A.D Skills Trainer — *Technical Designer*

January 2018- June 2019

Scripted in UE4 a modular IK animation logic system aimed at enabling designers to hook up 200+ animations more quickly.

Designed UX Features & Scripted in UE4 a new contextual interaction system.

Personal Steam Release, Wheelbarrow Warrior — *Game Designer*

June 2017- January 2018

Designed and Scripted in Unity the Character, Controls & Camera Design.
Designed and Scripted in Unity the combat, progression system & minigames.

SKILLS - GAME DESIGN

Live Services Feature, System, & Content Design

Full Design Lifecycle

Wireframing & UX Sensibilities

Economy Design

Data-informed Design

Cross-Discipline Communication

SKILLS - TOOLS

Google & Excel Spreadsheets

Figma, Miro, Adobe XD

UE4 & UE5, Blueprints, Animation Suite

Unity3D, C#

Perforce Visual Client, Git

Various Proprietary Tools & Modding Kits

Jira, Trello, Slack, Teams, Confluence

EDUCATION

Full Sail University

George Washington University