

CONTACT

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LinkedIn: https://www.linkedin.com/in/holly-merrifield-914581241/

Portfolio: hollymerrifield.com

SKILLSET AND EXPERTISE

Game Engines:

Unreal Engine 4 & 5, Unity, Roblox

3D Art and Modelling tools:

Maya, Blender, Krita, Photoshop

Agile Project Management Tooling:

Click Up, Jira, Confluence, Trello, Figma, Microsoft office

Game design

Level design

Narrative and world building

System and performance optimisation

Environment and concept design

Quality assurance and testing

UX design

EDUCATION

Bachelor of Arts in Computer Games Design

University of South Wales

2019-2022

Foundation Diploma Art & Design

South Gloucestershire and Stroud College

2017-2018

3 A- Levels: Photography, Textiles & Media

St Mary Redcliffe and Temple School—Sixth Form

2015-2017

8 GCSE's including: English (A) Art (B) Maths (C)

St Mary Redcliffe and Temple School

2010-2015

WORK

Fat Face (2015) Christmas Temp

Poppins Coffee Lounge (2016) Part Time

Fat Face (2017-2022) Permanent | Part Time

Mrs Wordsmith (2022-present) Full Time

REFEREES

Sean McIlroy - seanmwas@gmail.com

Senior UI/UX Designer, Mrs Wordsmith

Dann Rees - dann.rees@southwales.ac.uk

University of South Wales, Computer Games Design Course Leader

HOLLY MERRIFIELD

GAME DESIGN | LEVEL DESIGN | ENVIRONMENT DESIGN

PROFESSIONAL SUMMARY

Experienced video game industry professional specializing in game, level, and environmental design. Reinforced by bachelor's degree in Computer Games Design. Responsible for creation of immersive and visually compelling game worlds. Adept in game design principles with a strong understanding of mechanics and player engagement, offering a well-rounded approach to delivering exceptional gaming experiences. Technical proficiency in Game Engines and 3D Asset Creation tools. Seeking a role where innovation, collaboration, and artistry combine to create captivating video games.

PROFESSIONAL EXPERIENCE

Level Designer & Environmental Designer, Mrs Wordsmith, 2022 – present

Environment Design

Managed games art direction shift to align with the companies established artistic style, presenting the proposal to stakeholders.

Set dressed and designed all in game environments to a polished level, ensuring visual coherence and aesthetics throughout.

Concepted and designed game assets, hazards and environments, with creative freedom in design and set dressing.

Managed hero asset production, ensuring quality, consistency and reusability in collaboration with 3D Asset Designers.

Continued personal development in asset design using Blender to enrich creative contributions.

Level Design

Optimised levels, assets and collision fidelity for improved performance and efficiency.

Conducted thorough QA testing for live service game, identifying and reporting bugs, ensuring smooth gameplay experiences.

Implemented First Time User level design Experiences (FTUE) for intuitive level learning.

Regularly implemented new levels into live service game to enhance gameplay variety and encourage player retention.

Project Management

Helped lead the development and implementation of new art pipeline utilised by entire art team.

Effective task management ensuring alignment with agile methodologies, breaking them down for clear assignment and execution in carefully planned sprints.

Researched and presented SEL (social and emotional learning) -inspired game environments, enhancing player engagement and learning.

Level Designer 2022 – 2023: Mrs Wordsmith

Using agile principles, I was part of the release of an educational rogue like RPG built in the Roblox engine. Proactively self-taught myself Roblox from the ground up, enabling the creation of captivating levels and immersive environments.

Level Design

Designed and implemented all levels with a strong focus on player behaviour, gameplay flow and spatial awareness.

Applied level design best practices and theories to ensure engaging and balanced gameplay experiences.

Responsible for gathering and implementing feedback through regular QA and playtesting where we voiced opinions and feedback.

Game Design

Implemented balanced enemy difficulty scaling and flow to ensure smooth progression for players.

Conducted research into potential procedural generation methods for integration into the game.

Contributed to the conceptualisation of enemy characters and their mechanics.

Liaison with Lead Game Designer to propose and discuss potential ideas and concepts, with view to improve gameplay.

Environment Design

Principle Environment Artist, developing environments from block-out to final design, backed by extensive research and conceptualisation.

Selected and experimented extensively with relevant assets for gameplay environment to establish visual coherence and artistic appeal.

Applied environmental lighting techniques to enhance mood and atmosphere.