



Scott York

Lead Game Designer

Design leader with 12 years of experience directing gameplay systems, player retention analysis, and sprint workflows in Unity and Jira. Restructured sprint planning for an 11-person design team, raising the delivery rate from 71 to 87.7 points over 4 consecutive quarters. Applies UX research, heatmap data, and C# scripting to cut player drop-off across multiple titles.

CONTACT INFORMATION

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-  Zanesville, OH

KEY SKILLS

- Unity
- Machinations
- Jira
- C#
- Level Design
- Systems Balancing
- Player Retention Analysis
- UX Research
- Excel Data Modeling
- Figma

PROFESSIONAL EXPERIENCE

2020 - Present

Lead Game Designer | Licking Creek Interactive, Zanesville, OH

- Restructured sprint planning and backlog grooming for an 11-person design team, raising the team delivery rate from 71 to 87.7 points over 4 consecutive quarters.
- Reduced Act 3 level drop-off from 48 to 14 points by conducting user research sessions and reworking 6 encounter layouts in the level editor based on heatmap data.
- Lowered Chapter 5 drop-off from 39 to 18 points on a co-op survival title by splitting a 12-minute gauntlet sequence into 3 checkpointed segments with scaling difficulty.
- Performed scheduled regression tests after each content patch using Jira to track 19 reported gameplay issues, resolving each within 36 hours of discovery.

2016 - 2020

Senior Game Designer | Muskingum Forge Studios, Newark, OH

- Lowered midgame level drop-off from 41 to 23 points by analyzing user feedback from 14 focus groups and adjusting difficulty curves across 9 chapters.
- Cut average bug-fix turnaround from 6 days to 3 days over 3 release cycles by introducing a daily triage review of reported issues tracked in Jira.
- Researched and applied visual UX solutions for 28 in-game menu screens in Figma, reducing average player navigation time from 11 seconds to 7 seconds per action.
- Wrote and maintained level-design standards covering 9 chapters, which the 6-person design team used to review every new level layout before playtests.

2014 - 2016

Game Designer | Hocking River Digital LLC, Lancaster, OH

- Reduced tutorial-zone drop-off from 33 to 16 points on a mobile strategy game by replacing 7 text-heavy instruction panels with interactive guided prompts.
- Reduced boss-encounter drop-off from 37 to 21 points by scripting 3 adaptive hint triggers in C# that activated after consecutive player failures.
- Conducted biweekly user research interviews with groups of 5 to 9 players, translating 127 feedback items into prioritized design changes over 8 months.

EDUCATION

BS, Computer Science

Ohio University, Athens, OH | 2010 - 2014