



# WILL LUTON

## About Me

For as long as I can remember I have had an obsession with videogames; some of my earliest memories are of Pac-Man on the family Atari and crying with joy the Christmas I got my first SEGA console. I still retain a burning passion which has driven my career in the industry.

I am a multi-disciplined practitioner of design, production and art who has worked in both publishing and development on small critically acclaimed indie games and huge licensed blockbusters. This gives me a unique overview of the industry and great knowledge and insight, allowing me to quickly adapt to new challenges.

I currently hold the role of Creative Producer at Mobile Pie, a boutique studio that creates award winning entertainment for mobile platforms. I have led the company in the development of new and original game IP: Formulating a business development strategy, creating unique concepts, building prototypes, designing experiences, pitching, negotiating and securing publisher contracts before driving production to completion.

I actively immerse myself in the industry's community, keeping abreast of the latest trends and developments whilst also contributing to it. In September I was commissioned by leading games industry website Gamasutra for an extensive article on the iterative design and Agile production techniques I have applied at Mobile Pie.

I hold a BA (Hons) Computer Games Design degree awarded to me by The University of Huddersfield, where during my final year I worked with SEGA's Head of A&R on an original game design for the company's highest profile IP. This design along with the informing research and subsequent critique formed the basis of my honours dissertation.

It has also been a great privilege to have worked on several AAA titles in the capacity of Assistant Producer at SEGA Europe during a 13 month work placement that spanned from 2007 to 2008.

I consider myself a friendly, confident and passionate person who is articulate, numerate and reliable. As well as possessing excellent communication skills I have a strong sense of humour and am pragmatic and motivated in team situations.

## Experience

CREATIVE PRODUCER, MOBILE PIE, BRISTOL, MAY 2009-PRESENT

Working within a small company I take on a multi-faceted role: From growing its original games revenue to project management, concept generation and design, script writing, external consultation, client handling, asset generation (2D, 3D and audio), managing the outsourcing process, forward facing representation and seeking out new opportunities with publishers, license holders and potential clients.

ASSISTANT PRODUCER, SEGA EUROPE LIMITED, LONDON, MARCH-AUGUST 2008

I worked alongside several external producers to bring numerous high-profile titles through the development process. This involved liaising with internal departments and external companies, managing resources (such as quality assurance teams), project planning, researching, report writing and overseeing projects during periods of leave and sickness.

SENIOR TESTER, SEGA EUROPE LIMITED, LONDON, JULY 2007-MARCH 2008

I was responsible for leading a small team, building training documentation and creating and managing test plans.

### ADDRESS

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## Education

THE UNIVERSITY OF HUDDERSFIELD, 2005-2009

BA (Hons) Computer Games Design – Upper Second-Class Honours

THE UNIVERSITY OF READING, 2003-2005

Foundation Year in Physics – Proceed to BSc

CITY OF BRISTOL COLLEGE, 2000-2002

Film Studies (AS) – B

Physics (A2) – C

Media Studies (A2) – C

Maths (AS) – D

## Skills

- High-level thinking, strategy building and analytical reporting.
- Exceptional concept creation and design documentation skills.
- Delivery of confident, convincing presentations.
- Creation of 2D assets and concept artwork in Adobe **Photoshop** and **Illustrator**.
- An understanding of **Agile** methodologies in managing small to medium teams.
- Use of Microsoft **Project** and **OmniPlan** as well as numerous web-based solutions to project manage videogame development cycles.
- Use of **Office**, **iWork** and **Open Office** packages to create presentations, spreadsheets and documents.

## Interests & Hobbies

I have a keen interest in travel and spent six months exploring Australia in 2003 and plan to visit Asia this year. I also like to think I am a great cook, especially of vegetarian Indian food, and take great pride in my homebrewed beers and ciders.

I enjoy writing and have contributed to numerous fanzines, magazines and websites and love reading fiction, non-fiction and graphic novels. I am also passionate about film, both watching and producing, having worked with both digital video and Super 8 cine film.

A substantial amount of my free time is taken up by volunteering with environmental groups. Last summer I worked in the backstage area at Glastonbury festival with Greenpeace, one of the festival's three main charities, where I was on hand to discuss current campaigns with members of the public and celebrities.

## Recommendations

*"Will proved that he was reliable and a good team player. Will should definitely be given the opportunities to fulfill his promising potential."* – Katrin Darolle, Publishing Manager, SEGA of America, Inc.

*"[Will] came across as extremely interested and eager to learn the ropes, aside from being a very pleasant person to have around."* – Max Brode, Senior Producer, SEGA Europe Ltd.

*"Our resident game design guru!"* – Richard Wilson, Director, Mobile Pie Ltd.

## Referees

JIM WOODS, HEAD OF EXTERNAL DEVELOPMENT

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RUTH TAYLOR, COURSE LEADER, BA (HONS) COMPUTER GAMES DESIGN

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