Sam Vestby-Clarke

Senior Game Designer & Developer

👤 Profile

I have 14 years of experience making national campaign level games and gamified content for household name clients in the UK - with strong experience in design, development and leadership disciplines.

💼 Employment History

Lead Game Designer & Developer at Future We Want, UK (Remote)

August 2021 — Present

- A serious game about climate change, funded by Innovate UK, the UK's national innovation agency.
- Responsible for game design and prototyping, technical design, development in **Unity**, playtesting, and building the team.
- Brought the game from concept to playtesting, with 150 testers.
- Managed multiple subcontractors to this point, with a permanent team plan ready for the production stage.

Creative Technical Director at Toasted Digital Ltd, London, UK

2011 — 2021

- I founded Toasted Digital in 2011 as a digital agency for education and not for profit. Won 70+ clients over this time, and sold in 2021.
- Led in a hands-on role from solo to leading teams of 10+
- **Specialised in games and gamified content.**
- Projects impacted millions in the UK. Won industry awards.
- Clients included iDEA Foundation, BAFTA YGD, BT, UK Police and The Royal Geographical Society.

Freelance Designer & Developer, Bristol & London, UK

2008 — 2011

- Developed interactive content and Flash games.
- BBC, Coca-Cola. Disney Media+ and NESTA Planet Science.
- Work published, interviewed by WebDesignerMag, won awards.

Web Games Developer at Pixillion Ltd, Bristol, UK

2007 — 2008

- Designed and developed projects for clients such as Hallmark and Unite the Union.
- Primarily Flash animations and games.

🎓 Education

UK, University of the West of England, Foundation Degree in Art & Media

2004 — 2005

UK, Falmouth University, MA in Indie Game Development

2021 — Present

Currently studying part-time, on track for distinction

Details

Date / Place of birth

12 Nov 1985
UK

Nationality

British

Links

[Website](#)
[LinkedIn](#)
[Twitter](#)

Skills

Game design

Technical design

UX design

Rapid prototyping

Playtesting

Unity 3D

C#

JavaScript (Inc WebGL)

PHP, MySQL

Git & version control

Team management

Client & stakeholder management

Agile project management

Pitching & presentations

Languages

English

Norwegian

Some project examples

iDEA Foundation, 30 Educational Games

2016 — 2021

- Major e-learning game product shipped, with over 30 mini-games.
- Responsible for the game scripts, design systems, playtesting, development framework, and technical design.
- Games have been completed over 3 million times, with over a million players signed up.
- Managed a team and the client.
- Partners included BAFTA Young Game Designer.
- **The project won learning technology awards in 2020 and 2021.**

Matrix Challenge, UK Police Forces

2019 — 2021

- Three major national game competitions. Won Awwwards HM.
- Live capture the flag events aimed at young people.
- Responsible for game scripts, design and technical design.
- **Last event had over 65,000 participants over 2 weeks.**

Skills for Tomorrow, BT

2020 — 2021

- Responsible for a team of 10
- Shipped four experimental gamified learning videos for a national campaign.
- **Referred to as best-in-class example.**

Everyone Remembered, Royal British Legion

2014 — 2018

- Concept designer and senior developer
- Project to commemorate fallen commonwealth soldiers of WW1
- A 3D story piece, in WebGL
- Over 1 million sign-ups and 250,000 unique historical images collected
- **Won best charity and not for profit project of the year**

References

References available upon request

Safeguarding

Clean Advanced DBS, UK Government

2018 — Present

Living & Working in Norway

I live in Norway with my wife and three children. I have a valid family visa with the right to work in Norway. I have a home office or can commute around the Oslo region. I'm fairly comfortable with basic conversational Norwegian, both written and oral, and am actively learning.