Sam Beale

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Profile Statement

Award winning game designer with over 8 years of industry experience working with established studios producing independent and client-driven projects for the likes of Meta. Track record of taking features from concept to release on brands including Doctor Who and Wallace & Gromit. Well developed skills in Economy, Level, and UX Design applied across multiple engines including VR, mobile and mixed media.

Key Skills

- Game Design
- Level Design
- AR and VR design
- UX Design
- Unreal Engine
- 2D and Concept Art
- UI Design
- Unity
- Storyboarding

Experience

Game Designer - Coatsink

https://coatsink.com/ 2022 - 2026

Worked on a number of game projects for the Meta platform across VR and mobile, taking ownership of elements such as economy, combat, and level design for games like Battle Kin. Responsible for a number of game features from concept through to final release. Worked closely with external subcontractors to ensure UI teams had clarity on scope of work and taking ownership for quality control through final sign off.

- Worked on Battle Kin for Meta Horizons. Development several resources to enable greater player engagement on mobile and extend game play time. Applied creativity, well developed skills in economy design, and practical experience in the “free to play” market to enhance the game. Battle Kin released on Meta in December 2025.
- Produced combat designs for multiple full player characters generating movesets, abilities, and stats for each one. Focused on giving the player unique characters to choose from while still keeping the gameplay balanced. Worked closely with art department to keep all designs in scope and aligned with games assets.
- Designed and Implemented full maps for an upcoming exploration game. Working from idea generation to implementing full map prototypes. Worked closely with other departments to ensure production of assets for the space and implemented them.
- Enhanced player onboarding for an upcoming game, developed the first 20 minutes of the experience for new players and focused on how to lead players through the early game experience. This included full map breakdowns of player's early expiration and all UI elements for the player. Developed tutorialisation and narrative beats.

Game Designer - Holovis

https://www.holovis.com/ 2021 - 2022

Worked on a number of games and mixed media projects as the lead designer, working with client demands and restraints to deliver viable products such as 360Golf. Developing ideas for early projects through to released products.

- Designed multiple holes for 360 Golf, working on theming and gameplay to tie the physical holes to mobile scoring and gameplay.

Game Designer and User Experience Designer - Tiny Rebel Games

The Big Fix Up 2019 - 2021

Took ownership over multiple areas such as onboarding, economy, and puzzle design for Wallace & Gromit: The Big Fix Up.

- Designed multiple mixed reality puzzles based on the Wallace & Gromit IP. Developing and Overseeing gameplay that suited both large open spaces and at home handheld gameplay.

Technical Artist - Tiny Rebel Games

2017 - 2019

Developed all storyboard, UI elements, and external materials for Doctor Who Infinity. I also worked with a number of Illustrators, assisting them with producing game ready assets.

Education

MA Games Enterprise
The University of South Wales, Cardiff 2017

BA Graduate Game Design, 2.1
The University of South Wales, Cardiff 2015

Other Projects

Comet's Tale
IndieDB - Comet's Tale was my graduate project and later won the 2016 ffresh award in the games & interactive category. I was the main concept designer and level designer on the project as well as producing all 2D assets for the game.

Pigeongame.exe
Itch.io - I acted as a game designer as well as producing a number of internal and external assets for the game.

Once Upon a Crime in the West
Itch.io - I acted as a story consultant for Once Upon a Crime in the West.

End of Transmission
Itch.io - End of Transmission is a first person puzzle game created as part of a 48 hour game jam. I develop the overall concept as well as each of the puzzles.

Ribvolver
GlobalGameJam - Ribvolver was a 48 hour game jam. I designed all assets for the game as well as the core concept.