

Clay Williamson

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PROFESSIONAL SUMMARY

Game designer with 14+ years of experience designing gameplay systems across AAA, live-service, mobile, and indie games. Combines creative systems thinking with data-informed design, playtesting, and player feedback to create rewarding progression, balanced economies, and engaging player experiences.

EXPERIENCE

Founder & Game Designer – Wedgy Games | 2016 – Present

- **Create and ship original games**, including *Align 4* and *Searchparty*, owning gameplay mechanics, progression, economies, UX, and creative direction from concept through release.
- Prototype and iterate on gameplay systems through playtesting and market analysis to improve clarity, engagement, and retention.
- Partner with engineers to turn **concepts into shipped products** through clear documentation and open communication.

Lead Game Designer – Cat Daddy Games | 2021 – 2025

- Increased *NBA 2K Mobile* **DAU from 350K to 750K** by redesigning the game's most-played game mode.
- Tuned progression, refined rewards, and balanced the game economy using analytics, player feedback, and playtesting.
- Designed the game's **highest-converting monetization feature**.
- Led a team of three designers while establishing design standards and practices.

Senior Game Designer – Microsoft | 2017 – 2021

- Modernized and ported *Microsoft Solitaire* and the **Microsoft Casual Games Suite to mobile**.
- Balanced gameplay systems using player feedback, usability testing, and analytics to improve clarity, pacing, and long-term engagement.
- Collaborated with internal teams and external development partners to deliver consistent gameplay experiences across multiple live titles.

Creative Director & Game Designer – Lumate | 2011 – 2016

- Delivered multiple original titles, including *Memory Matches Circus*, while directing multidisciplinary teams from concept through launch.
- Designed core gameplay systems, progression, and gameplay experiences while establishing each project's creative vision.
- Authored and maintained design documentation that aligned engineering, art, and production throughout development.

Advance Video Scout – St. Louis Cardinals | 2006 – 2011

- Analyzed large datasets and synthesized findings into actionable recommendations for coaches and baseball operations leadership, including Manager Tony Larussa and Assistant General Manager John Abbamondi.
- Developed expertise in research, pattern recognition, communication, and strategic decision-making.

SKILLS

- **Design Disciplines:** Core Gameplay Systems, Data-Informed Design, Systems Design, Feature Design, Monetization Design, Progression & Economy Design, Live Operations
- **Leadership & Strategy:** Design Mentorship, Cross-Functional Leadership, Design Documentation, Playtesting, Iteration & Tuning, Player Psychology & Motivation

TOOLS

- **Engines & Analytics:** Unity, Mixpanel, Firebase, GameAnalytics, Excel
- **Design & Collaboration:** Figma, Photoshop, Miro, Jira, Confluence

EDUCATION

- **M.S., Sports Management** – Southern Illinois University Edwardsville
- **B.F.A., Digital Media** – University of Georgia

HONORS & AWARDS

- Won the **“Most Inconceivable” Award** at the 2020 Microsoft Hackathon for *Minesweeper Arcade* playable prototype.
- Served on the Board of Directors for the inaugural IGDA St. Louis Chapter.
- Earned 2006 and 2011 World Series championship rings as an Advance Video Scout for the St. Louis Cardinals.