

# Anthony Iob

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**Portfolio:** <http://anthonyiob.com>

I have 6+ years professional experience working in the games industry, with a specialty in level design, systems design, and leading teams to develop features and prototypes. I'm deeply passionate when it comes to creating experiences that promote discovery, experimentation and bringing people together. I thoroughly enjoy working as part of a team, and place a strong emphasis on communication, inclusivity and championing the accomplishments of my team.

## WORK HISTORY

### Game Designer II

*PlaySide Studios | 2023-2026*

#### Dumb Ways To Build (PC/Console, 2026)

- Directed a team of six to develop an online multiplayer prototype in a week, owning the prototype's design and co-ordinating the team's tasks and deliverables to ensure we delivered on time.
  - The prototype was playtested by the entire studio alongside the other teams' prototypes, and was ultimately voted as the favourite and greenlit for full production afterwards.
- Balanced and refined the game's mechanics and levels, designed the achievement system for unlockable cosmetics.

#### Dumb Ways To Party (PC/Console, 2024-2026)

- Led a multi-disciplinary team to develop 40+ mini-games, owning the design, prototyping and iteration in Unity.
- Collaborated with other disciplines to implement systems, mechanics, visual polish and cinematics across the game.
- Facilitated stand-ups and kick-offs with the team to promote collaboration, delegated tasks and deliverables in Jira.
- Wrote and maintained design documentation in Confluence for mini-games, tooling, game systems and asset lists.

#### Dumb Ways To Survive (Netflix Mobile, 2023-2024)

- Took ownership of the game's level design, implementing layouts, set dressing, puzzles and enemy encounters.
  - The game achieved over 1 million downloads and won the 2024 AGDA for Excellence in Mobile.
- Designed and balanced the game's core survival mechanics alongside the project's design team.
- Facilitated playtests with the development team, and feedback triage sessions to identify future action items.

### Game Designer I

*Mighty Kingdom | 2021-2023*

#### Serenity's Spa (Mobile 2022), Star Trek: Lower Decks (Mobile 2022-2023)

- Worked within existing systems and brand constraints to develop post-launch content for several mobile titles.
- Mentored junior designers in level and systems design, leveraging my experience from past projects.

#### Hyper Rush (PC/Console 2021-2022)

- Planned, greyboxed and iterated on full-scale racetracks in Unity, designed for high-speed platform racing.
- Worked closely with engineering to iterate on mechanics and the level design tooling.
- Developed level design processes used project-wide, established the level art pipeline with the art team.

### Game Coach/Playologist

*Magnificent Nerds | 2019-2020*

- Demonstrated games at large-scale public events such as PAX Australia 2019 and Supanova Melbourne 2020, engaging with and assisting attendees while maintaining the presentation of the game booths, consoles and merchandise.

## WORK HISTORY (CONT.)

### Quality Assurance Tester

*Ardacious Pty Ltd | 2019-2020*

*Ardent Roleplay (Mobile/PC, 2019 - 2020)*

- Ran usability and regression tests on both the mobile app and its companion Creation Kit app on PC.
- Wrote up bug reports on Google Sheets and Trello with descriptions, relevant imagery/video and replication steps.
- Organised and co-ordinated testing sessions, communicating remotely with the Brisbane-based development team.

### Administrative Assistant

*Pneutech Pty Ltd | 2018*

- Supported the office manager in her role with tasks including data entry, quality assurance and training staff.

### Level Artist/Designer

*Harmonious Games | 2016*

*Putty Pals (PC/Switch, 2016)*

- Developed the co-operative mechanics and puzzle design to support co-operative puzzle-platforming gameplay.
- Created game assets, key art and game trailers for social media as well as a successful FilmVic funding application.

## EDUCATION

### Bachelor of Arts (Games and Interactivity)

*Swinburne University of Technology | 2012-2015*

- Minor in Software Engineering.
  - Highest Achieving Graduate in B.A. (Games and Interactivity) 2015

## SKILLS

**Tools:** Unity (PC/Console, Mobile) | Confluence | Jira | Miro | Microsoft Office/Google Suite | Slack | Zoom/Teams

**In-Engine:** Greyboxing (ProBuilder, Tilemap, Splines, Terrain) | Animation (Cinemachine, Timeline) | Source Control (Gitlab, Fork)

**Data-Driven Design:** Game Design Documentation | Playtest Facilitation and Feedback Analysis | Rapid Prototyping/Iteration | User/Competitor Research | Junior Designer Mentoring

**Project Management:** Meeting Facilitation (Stand-Ups, Feature Kick-Offs) | Task Management and Delegation

## VOLUNTEER WORK

### Industry Judge

*AGDAs | 2023-2025*

- Joined a panel of industry-based judges to assess Australian-made games, leaving detailed notes and findings based on established criteria such as the quality of gameplay, visuals, sound design and accessibility options.

### PAX Panelist

*PAX Australia | 2023*

- Took part in the Industry Pathways panel with six other games industry professionals, outlining how each of us got our start in the industry and what potential routes others could take to join it.

## REFERENCES

References available on request.