

Joe Mares

Design Manager and Senior Game Designer

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SKILLS —

- Proficient in Game Design across multiple genres, platforms, and audiences
- Strong communication, collaboration, and creative leadership skills
- Deep understanding of world building and narrative
- 10+ years experience working with new and globally known IP such as Jurassic World, TMNT, and Disneyland
- Experience with mentorship of other designers leading to career advancement and improvements in overall work
- Proficient in creative tools such as Miro, Unity, Figma, and Adobe Suite
- Proficient in project management software such as JIRA, Smartsheet, Confluence, and Google Suite
- 15+ years game design experience
- 5+ years management experience

RECENT EXPERIENCE

April 2023 – Current

Creative Director • Unannounced Startup

I lead the design team, help with product roadmap, work directly with the CCO and CTO to create engaging mobile game experiences.

September 2019 – April 2023

Experience Design Manager • Talespin Inc.

I lead design, discovery, development and production for VR and AR experiences. I also developed the careers of the creatives I managed.

January 2017 - Current

President • Fun Empire Inc.

I develop and consult on location-based VR experiences, mobile games, marketing experiences, and tabletop games.

May 2018 – October 2018

Lead Game Designer • Contract • X2

Game design and production direction on console, PC, VR and Alexa powered board games alongside Nolan Bushnell.

January 2018 – May 2018

Lead Interaction Designer • Contract • The Virtual Reality Company
Game and interaction design, game design/documentation, and throughput design for a Location Based VR experience.

NOTABLE PROJECTS

Jurassic World VR Expedition — VR Motion Simulator Experience

I was the lead interaction designer for this VR motion simulator experience that opened at all Dave and Buster's locations worldwide.

Legends of Frontierland — LARPing Experience

Designed an [interactive](#) experience for Walt Disney Imagineering that was played inside Disneyland.

League of Legends— MOBA

I did game and level design, and directed the animations of the first 40 heroes. I also named the game.

LAUNCHED TITLES

TESTIMONIALS —

"He was a huge part of what made working at Talespin so amazing. Companies hire entire people-ops teams to do what Joe naturally accomplishes on his own with zero funding. He understands that people do their best creative work when they feel supported, safe, and challenged. It's simple in concept but hard to execute."

-Emily Brout (Narrative Designer)

"Having a diverse and open mind towards a broad range of subject matter is not always an easy attribute to find in any individual. Joe manages to utilize this area along with his intrinsic ability for listening as a tool for motivating himself and those around him. His curiosity to explore and reverse engineer ideas is the essence of game design. But above all it's Joe's persistence and "can-do" attitude that lets any member of his collaborative know they can depend on him for delivering more than his role demands."

-Christopher Molina (Game Designer)

"I was especially struck by Joe's ability to communicate. He approaches each interaction with patience, enthusiasm, and an open mind. He puts others at ease and in doing so, creates a place in which ideas can be exchanged and enriched freely and without judgement."

- Eric Goldin (Programmer)

"His empathy for the player guides his thinking on how to make a complex system feel intuitive to users, which creates great games that people love to play."

-Lira Samanta (Project Manager)

"I'm impressed with Joe's work."

-Nolan Bushnell (Atari Founder)

****Award**

2020 - Present

- Various – Confidential Company - VR Learning Experiences
Talespin Inc. – Experience Design Manager

2019

- St. Noire ** - Alexa Board Game
Fun Empire - Designer/Producer

2018

- Montezuma's Treasure Ride - VR Motion Simulator Experience
Fun Empire - Designer/Producer
- Jurassic World: VR Expedition** – LBVR - Dave & Busters
Fun Empire - Lead Interaction Designer

2017

- Ghost Manor – LBVR – Castle Park
Fun Empire - Lead Game Designer
- Project Zenith – LBVR – Castle Park
Fun Empire - Lead Game Designer
- Mythic Combat – LBVR
Fun Empire - Lead Game Designer
- PING – LBVR - Two Bit Circus
Modal VR - Lead Game Designer

2016

- Trivial Pursuit – Mobile
GSN - Lead Game Designer/Producer
- Wheel of Fortune – Mobile
GSN - Lead Game Designer/ Producer
- Scrabble – Mobile
GSN - Lead Game Designer/Producer

2015

- TMNT: Battle Match – Mobile
Nickelodeon - Lead Game Designer

2014

- Spongebob Bubble Party** – Mobile
Nickelodeon - Game Designer
- VERA - PC/Kinect
Reflexion Health - Game Director

A W A R D S —

CES Awards - 2020

Innovation Award for Gaming, St. Noire,
Voice Powered Board Game

Kapi Award for Innovation in

Children's Media - 2020

Best use of emerging technology, St.
Noire

Alexa Awards – 2019

Best of Show - Gold, St. Noire Alexa
Board Game

VRFest – 2019

Best use of XR Technology, Modal VR

VRFest – 2018

Audience Award, Modal VR

UploadVR – 2018 Best LBE of 2018,

Jurassic World VR Expedition

Appy Awards – 2015

Best Mobile Puzzle Game of 2015,
Spongebob Bubble Party.

2013

- Legends of Frontierland – Disneyland
WED Imagineering – Designer
- Jay Z's Facebook Game – Facebook
Happy Giant - Game Designer
- Jungle Jackpot Slots – Mobile
Tiny Castle - Game Designer

2012

- Booga! Booga! – Facebook
Avatar Labs - Game Designer

2011

- Cyberville – Facebook
Avatar Labs - Game Designer

2010

- Pokeriety – Facebook
Independent - Game Designer

2009

- Freaky Pets – PC
Abandon Interactive - Game Designer

2008

- Melvin's Meltdown - XBOX
Self Published - Designer/Producer
- Freaky Creatures – PC
Abandon Interactive - Game Designer

2007

- League of Legends – PC
Riot Games - Designer/Producer

2005

- Black & White 2 – PC
EA Games - QA
- Tiger Woods PGA Tour '06 - Gamecube, PS2, XBOX
EA Games - QA
- Medal of Honor: European Assault - GC, PS2, XBOX
EA Games - QA

2004

- Tony Hawk Underground 2 - GC, PS2, XBOX
Activision - QA
- Goldeneye Rogue Agent - GC, PS2, XBOX
EA Games – QA