

MENY MENCZEL

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Games for Change Awards Finalist - Best Student Game

Thesis game: *'That's Not How it Happened'* released on Steam to 27,000 downloads and 97% positive reviews

EDUCATION

University of Southern California

Graduated May 2022

Master of Fine Arts in Interactive Media and Game Design

Scholarship: 1 of 5 recipients of the Harold Lloyd Memorial Scholarship awarded for academic excellence and knowledge of interactive arts.

EXPERIENCE

Sony Immersive Music Studios - Culver City, CA

June 2022 – August 2022

Game Designer, Summer Associate

- **Game Design:** Designed and implemented gameplay mechanics for an immersive music experience including item collection, inventory, NPC interactions and karaoke system.
- **Level Design:** Greyboxed a level through multiple iterations to include primary and secondary paths, interest points, and landmarks using UE4 BSPs, resulting in an increase in player engagement.
- **Collaboration:** Cooperated with a cross functional team to track tasks and optimize game performance.

IDC Herzliya - Herzliya, Israel

September 2018 – July 2019

Game Designer

- **Game Design:** Designed multiple short VR experiences in Unreal Engine 4 and Unity for use in psychology experiments.
- **Combat Design:** Scripted 5 weapons with unique shooting patterns in VR, resulting in increased player agency.

Wazimo - Tel Aviv, Israel

July 2016 – October 2017

Head Writer

- **Writing:** Wrote, edited and proofread original high engagement content for ad driven websites, resulting in a 35% increase in click through rate.
- **Google Analytics:** Analysed keyword optimization, leading to a 50% increase in user retention.
- **Collaboration:** Led a team of 7, including assigning and editing responsibilities.

PROJECTS

Creative Director, Writer, Designer | That's Not How it Happened

- **Collaboration:** Oversaw a 35-person team across multiple teams while communicating a clear and consistent vision, resulting in a productive development cycle.
- **Narrative Design:** Developed world, characters and wrote 25-page script, which generated enthusiastic feedback when featured on IGN and upon Steam release.
- **Combat Design:** Designed and prototyped core gameplay loops for beat 'em up and point and click sections.
- **Built an audience.**

Game Designer | Moving (2021 Games for Change Awards Finalist - Best Student Game)

- **Game Design:** Wrote and designed dialogue-based puzzles for a mobile based narrative driven puzzle game, which became the first mobile game to be nominated for Best Student Game at the Games for Change Awards.
- **Prototyping:** Scripted and iterated on 5 distinct levels and implemented 20 tween-based animations in Unity.

Level Designer | Parallel

- **Mechanics:** Designed 6 traversal-based puzzle sections and 2 exploration areas for a puzzle adventure game.
- **Level Design:** Greyboxed levels in Unity ProBuilder and set decorated them with finished art assets, improving player engagement.

SKILLS

Design: Scripting | Level Design | Design Documentation | Rapid Prototyping | Animation

Software: Unity - C# | UE4 – Blueprints | JS, CSS, HTML | Maya/Blender | After Effects | Premiere Pro | Photoshop

Collaboration: Perforce | Discord | Slack | Jira | Trello