

VINCENT VILLAUME

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LEAD GAME DESIGNER

MOBILE F2P | MULTIDISCIPLINARY GAME DESIGN EXPERTISE | MENTORSHIP

French Lead Game Designer with 13+ years creating mobile F2P games. Fueled by a lifelong passion for game development that began with Half-Life modding, I've grown into full-stack expertise across systems, UX, progression, live ops, and content, enabling seamless collaboration with development, art, and production teams. Driven by a personal quest to craft top-performing mobile F2P titles, I turn complex ideas into polished, player-focused games that maximize engagement, retention, and monetization.

WORK EXPERIENCE

MILLION VICTORIES - Lyon, France

05/2026 - Present

Lead Game designer - Million Lords | 05/2026 - Present

Led the Core Design team for Million Lords, a F2P MMO RTS, driving the evolution of its core gameplay and systems to improve player engagement and business performance.

- Established game design methodologies and best practices, improving the consistency and quality of the design.
- Helped redefine the game's vision and strategic direction, aligning core gameplay, systems, and long-term product goals.
- Led the design of core gameplay systems and features, using player behavior and KPI analysis to identify opportunities.

GOODGAME STUDIOS / NEW MOON PRODUCTION - Hamburg, Germany

10/2015 - 05/2026

Lead Game designer - Sunshine Island | 10/2021 - Present

Led the design of Sunshine Island, a F2P mobile farming simulation, from concept to live ops, generating multi-million dollar revenue as a top-ranked mobile game.

- Fully designed the MVP core systems and meta layer, enabling a high-performing launch.
- Owned FTUE and UX, crafting intuitive onboarding and user journeys that maximized retention.
- Designed and refined strategic live ops features including season pass, TLE content, tournaments, and guild activities, significantly boosting long-term player engagement, retention, and revenue.
- Onboarded and mentored 5+ new designers, establishing design standards, greenlighting designs, and serving as go-to expert.

Senior Game designer - Home & Garden: Design Makeover | 12/2020 - 10/2021

Contributed to revitalizing a struggling F2P Match-3 + home decoration title, achieving double-digit retention growth.

- Designed ~15 new Match-3 mechanics, improving gameplay flow and reward feedback.
- Rebuilt early progression, tutorials, and level design, boosting player engagement.
- Developed and iterated on meta-game systems and UX, elevating overall quality.

Senior Game designer - Big Farm: Mobile Harvest | 04/2019 - 11/2020

Improved a multi-million dollar F2P farming title through new features and UX refinements, increasing engagement and monetization.

- Designed and documented new features with detailed UX and system specifications.
- Created TLE content from concept to production, aligning with live ops goals.
- Optimized UX, streamlining player experience and monetization flows.

Senior Game designer - Empire: World War 3 | 04/2018 - 03/2019

Sole designer on this web spinoff of *Empire: Millennium Wars*, adapting UX to web and designing additional features.

Senior Game designer - Empire: Millennium Wars | 04/2016 - 11/2018

Key member of the design team, driving critical features and workflows for this sci-fi MMO RTS title on mobile.

- Owned feature and UX design including Base building, World map, Logistics (Marches), World map spawning systems.
- Established pre-production pipelines and design bible structure, streamlining documentation and collaboration.
- Built internal tools that eliminated balancing errors and enabled seamless communication across departments.

Game designer - 2 unannounced projects | 04/2016 - 11/2018

- Shoot 'em up title on mobile (4 months): Prototypes, level design & level building.
- Hack and slash title on mobile (2 months): Full design ownership, first playable prototype.

GAMELOFT AUCKLAND - Auckland, New-Zealand

05/2014 - 08/2015

Game designer - Various projects | 03/2015 - 06/2015

- Built balancing tools, including a full core game simulator, for Country Friends (F2P farming title later featured in Netflix Games).
- Supported live ops on *Pastry Paradise* and *Ice Age Avalanche* (licensed spinoff), streamlining team workflows and content delivery.

Game designer - Ice Age Adventure | 03/2015 - 06/2015

Contributed to the live operations of a major licensed F2P mobile title, enhancing engagement through new features and events.

- Designed and implemented live ops features to extend gameplay and sustain long-term engagement.
- Created TLE content from concept to production, aligned with retention and monetization goals.

Game designer - Pastry Paradise | 08/2014 - 02/2015

Designed core systems, 200+ levels, and FTUE for a F2P Match-3 title, producing detailed documentation to streamline production.

- Created highly detailed design docs covering systems, mechanics, UX, flows, and mock-ups.
- Designed FTUE and tutorial content integrated into levels, optimizing early player onboarding and retention.

Game designer - Concept team | 05/2014 - 07/2014

Contributed to a specialized concept team creating high-quality mobile prototypes, delivering ~10 Unity game ideas from scratch.

- Designed and developed prototypes end-to-end in Unity 5, collaborating closely with 1 manager, another designers/devs, 2 artists.

ARKALIS INTERACTIVE - Ordino, Andorra

08/2013 - 10/2013

Game & Level designer - Stargate SG-1: Unleashed Ep 2

Designed content, boss fights, conversations, and interactive sequences for a licensed paid narrative adventure (iOS), implementing gameplay in Unity with uSequencer and uScript, and partnering with SONNOS Studios to deliver a cohesive audio-visual experience.

SUPINFOGAME / RUBIKA - Valenciennes, France

10/2011 - 06/2013

Game Design & Unity Technical Lecturer

- Delivered Unity3D programming and game design lessons, equipping students with practical, industry-ready skills.
- Guided graduation projects and week-long prototyping exercises, ensuring polished results and hands-on learning.
- Conducted project evaluations and entrance exams, including interviews and test corrections, maintaining high academic standards.

MXP4 - Paris, France

06/2010 - 12/2010

Game Designer & Game developer - Pump it!

- Designed and developed *Pump it!*, a successful Flash rhythm game on Facebook that secured track licenses from top artists. (David Guetta, Tiësto, Lloyd Banks, Nelly Furtado)
- The success of *Pump It* kickstarted the company's rhythm game platform initiative and opened the door for other students from my game design school to join the team, prototype new ideas, and ship games.

PRIZEE.COM - Clermont-Ferrand, France

06/2009 - 09/2009

Game Designer & Developer - Furax-Copter

Designed and documented the full iOS Shoot 'Em Up game, including all content specifications for a subcontracting team in Paris.

KARTOO AND INTERNET EVOLUTION - Clermont-Ferrand, France

08/2006 - 08/2008

- At Internet Evolution: Designed and developed websites and softwares for various customer companies
- At Kartoo: Developed a research engine visual layer on Google Mini, designed and developed Flash games.

PERSONAL EXPERIENCE

MODDING - Stargate TC, Half- Life mod - Remote, France

2001 - 2003

Contributed to full conversion mods as part of a remote team: level design, level building, development, modeling, and texturing.

EDUCATION

RUBIKA (FORMERLY SUPINFOGAME) - Valenciennes, France

Videogame Designer - Game Design & Game Art

- Co-designed & developed Contre-Jour (1-year project), praised by the jury and retained for years in the school's official showcase.

LYCÉE GODEFROY DE BOUILLON - Clermont-Ferrand, France

Advanced Technician's Certificate in Commercial Computing – Graduated in top 3

PROFESSIONAL SKILLS

- **Game design disciplines:** Systems design, Feature design, content design, UX/UI, Progression design, FTUE, Meta-game systems, Live ops, Level design, Balancing, Player motivation & psychology analysis.
- **Project documentation & collaboration:** Confluence, MS Office & Google Docs/Sheets/Slides, Figma, Miro, Photoshop, Illustrator, 3ds max, Sketch up, Jira, Slack.
- **Data & analytics:** retention/engagement tracking, KPIs, A/B testing, live ops metrics, balancing simulations, spreadsheet modeling.
- **Team & leadership:** coordination, mentoring, onboarding, cross-department alignment, workflow optimization, design pipelines.
- **Technical skills, game engines & development:** Unity, C#, Unreal Engine, Prototype development, tool development, databases, Flash, Web design and development.

LANGUAGE COMPETENCIES

French: Native language - **English:** Full professional proficiency - **Spanish:** Conversational / Everyday use

HOBBIES

- **Music:** Performing in bands and composing original pieces, fostering creativity and collaboration
- **Gaming & Prototyping:** Exploring trends, game mechanics and testing new ideas
- **Travel:** Experiencing new cultures and environments, broadening perspective