Bradley O'Neill
GAME DESIGNER

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💬 English (native)

I'm a game designer focused on creating playful, meaningful experiences that resonate with players. I'm passionate about designing engaging mechanics, memorable interactions and imaginative worlds, while working collaboratively to bring ideas to life through thoughtful, player-centred design.

Education

BA (Hons) First Class in Game Design
Ravensbourne University London ⬈
September 2019 - June 2022

PGCert in Teaching & Learning for Creative Courses
Ravensbourne University London ⬈
September 2022 - May 2024

Skills

System Design | Gameplay loops, systemic interactions & meaningful play

Documentation | Communicate ideas, design thinking and technical documentation & onboarding

Level Design | Spatial flow, player guidance, environmental storytelling

Player Experience | Meaningful interaction, accessibility, engagement

Prototyping | Rapid iteration, mechanic testing, playful experimentation

Softwares

- Unity 6
- Unreal 5
- Office
- Github
- Maya
- Jira
- Visual Studio
- Miro

Work Experience

Games Design Lecturer & Course Coordinator | Ravensbourne University London ⬈
September 2022 - Ongoing
- *Supported game concepts, prototypes and playable projects*
- *Taught game design, narrative and pre-production*
- *Provided feedback on gameplay, systems and vision*

Lead Developer | Some Bizzare Records ⬈
October 2021 - October 2025
- *Developed interactive 3D and web experiences*
- *Led creative development from concept to launch*
- *Collaborated with clients to shape digital projects*

Tech Designer | Messy Goes To Okido | Doodle Productions ⬈
August 2022 - February 2023
- *Designed mobile game experiences from concept to implementation*
- *Built and delivered projects for target release platforms*
- *Supported launch and post-release updates across two titles*

Projects

Space Caretaker For Hire | Game Designer & Producer ⬈
October 2021 - June 2022
- *Developed a full vertical slice for a BA Games Design FMP*
- *Built core gameplay systems and scripting in Unity*
- *Worked with a small team on characters and 3D asset creation*

Okido: Are My Hands Clean & Button Escape | Tech Designer ⬈
August 2022 - February 2023
- *Designed gameplay experiences for two mobile games*
- *Created simple, addictive gameplay loops for mobile audiences*
- *Developed mechanics, interaction and player flow*

Project TIDE: Ravensbourne Showcase | Tech Designer ⬈
April 2021 - November 2021
- *Built an interactive 3D platform for showcasing student projects*
- *Designed navigable digital spaces and user experience flow*
- *Combined visual presentation with interactive engagement*

Interests

Video Games | Platformers (Super Mario Wonder). Indies (Animal Well). AAA Titles (Crimson Desert, GTA V)

Music | Rock, Metal, Alternative, Techno, Industrial & anything experimental

Boardgames/Tabletop | Scythe, Escape The Dark Castle, Yu-Gi-Oh, Magic the Gathering,