

Ben Jeffreys

Game & Experience Designer

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Portfolio benjeffreysportfolio.netlify.app LinkedIn in/ben-jeffreys0-2336631a3

PROFILE

Game and experience designer with a games-design heart and a performer's eye for a scene. I design difficulty, encounters and interactions from concept to delivery, then rebuild them from playtest feedback — and I both perform and direct on the motion-capture stage. First-Class BSc in Virtual & Augmented Reality (Outstanding Student award; TIGA Graduate of the Year finalist). I've shipped XR with Take-Two Interactive on Apple Vision Pro and owned the AR app on the award-winning E1 Series. A lifelong RPG and FPS player moving into game and experience design.

SKILLS

Design	Game & level design · Encounter, difficulty & systems design · Playtest iteration · UX design · Rapid prototyping
Production	Motion-capture pipeline (Vicon Shogun, MotionBuilder) · Performance direction · Virtual production / LED-volume ICVFX · Agile & small-team leadership
Tools	Unreal Engine (Blueprints) · Unity (C#) · Figma · Miro · Notion · Jira · Adobe Illustrator

SELECTED PROJECTS

Full case studies, video and stills at benjeffreysportfolio.netlify.app

Shatterfall — co-operative survival game
Designer · team of 4

- Designed the difficulty-scaling system built on a progressive, tile-based map.
- Balanced items and paced encounters; drove the design through two external playtest cycles.

Helmsman Simulator — VR training
Lead & production design · team of 10

- Recreated a Type 45 Destroyer bridge as a believable, learnable training space.
- Designed the dual-display supervisor UI with live instrumentation and a fault-injection system.
- Built for client MetaverseVR to deploy for Royal Navy helmsman training.

Motion Capture → AR — CCIXR
Performer, director & designer

- Two-part build: pre-recorded performance on Apple Vision Pro, and a live optical-mocap stream into Meta Quest 3.
- Directed and performed the capture as well as building the real-time pipeline.

EXPERIENCE

Badass Studios — Junior XR Designer
Aug 2025 – Present · Virtual & augmented reality studio

- Owned the E1 Series AR app end-to-end — led development and made every design decision from UI and UX to scene composition.
- Integrated live race telemetry into AR experiences on rapid delivery timelines.

- Contributed to the concept and outreach for the E1 real-time digital-twin project, including the Epic Games MegaGrant pitch.
- Ran quality assurance across AR broadcast, digital-twin, simulation and mobile-AR builds.
- Handled on-site setup and operation of AR broadcast elements and simulators at live events.
- Created 3D artefacts for AR integrations at an esports event in collaboration with Red Bull, and supported asset breakdowns and budgeting.

University of Portsmouth, CCIXR — Technical Assistant, Motion Capture

Oct 2024 – Jul 2025

- Operated optical motion capture on Vicon Shogun and cleaned data post-shoot.
- Enabled real-time, high-quality previsualisation during shoots using Autodesk MotionBuilder and Unreal Engine 5.
- Managed LED-volume (ICVFX) and volumetric-capture shoots for high-profile clients, including music videos and fashion shoots.
- Performed in and directed motion-capture shoots.

Take-Two Interactive — Immersive XR Design Intern

Jul 2024 – Sep 2024 · NaturalMotion, Zynga

- Designed an Apple Vision Pro experience to accompany an unannounced game project.
- Designed fluid, intuitive interactions to control the scene with minimal inputs.
- Worked with programmers to convey and protect the design vision, and presented to senior leadership including the CEO of Zynga.

Earlier experience · 2018 – 2021

- **St George's Hill Residents Association** — Operations Supervisor & Projects: led a team of 8 across security, traffic and maintenance on a 1,000-acre estate; delivered a digital-forms rollout, office build and CCTV/ANPR installation.
- **Virtual Recall** — Intern: supported product branding/marketing and client support for a web-based SaaS platform.

EDUCATION

University of Portsmouth — BSc (Hons) Virtual & Augmented Reality

2022 – 2025

- **First-Class Honours**; Outstanding Student in Virtual and Augmented Reality award.
- **Finalist — TIGA Graduate of the Year** (Production / Enterprise).
- **Founder & former President, XR Society** — built a gateway for students to access cutting-edge XR technology.
- Key modules: Agile Project Management, User Experience Design, and Prototyping & Iterating Game Design.

INTERESTS

- **Theatre** — directing, performing and backstage work; the foundation of my motion-capture performance and direction.
- **Games** — a designer's interest in RPGs, shooters and racing; touchstones include Star Wars: Knights of the Old Republic, Baldur's Gate 3, Elden Ring and Titanfall 2.
- **Climbing & hiking** — regular climber; summited Snowdon and Scafell Pike.

References available on request.