



# Robert Sparks

Bristol, UK

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Versatile product designer with over 10 years of experience in game design, UI/UX, and content development. Combines analytical thinking with creative problem-solving to create intuitive user experiences & products. Proven track record of:

- **Designing successful products:** Developed 6 published board games, including [Tinderblox](#) (100k+ sold, £513k+ sales), iOS applications including [HITC Sport Live](#), and Hi-Fi concept prototypes, including [Harmony wellness app](#).
- **Driving product growth:** Led crisis simulation product growth by 4000% over 3 years, generating \$10M+ ARR.
- **Applying creative technical skills:** Proficient in Sketch, Figma, Adobe Suite, Unity, C#, HTML/CSS, PHP, JIRA.

## WORK EXPERIENCE

### BOARD GAME BUD LTD

Freelance - Bristol, UK

#### Game Designer & Founder

Apr 2018 - Present

- Directed end-to-end game design process for 6 published board games, including [Tinderblox](#) (100k+ sold, £513k+ sales)
- Developed 23 board games to prototype/pitch stage (concept, UIX, design, QA) and created 3 video games in Unity/C#.
- Co-created and hosts [10MDC](#) game design podcast across 48 episodes, achieving 7.3k+ downloads and 3k+ followers.
- Mentored four designers and given expo [workshops](#), gaining recognition in [NY magazine](#), [Tabletop Gaming Magazine](#).

### BECOMING LTD

Contractor - Remote, UK

#### Game & Product Designer

Jun 2023 - Present

- Designed 3 market-aligned products from concept to Hi-Fi pitch demo, including an [AI journaling app and notebook](#).
- Collaborated cross-functionally with leading experts to develop and deliver proprietary [coaching frameworks](#) for MVP.
- Coached 19 world-class business leaders in gamified ACT retreats, proving pilot viability and securing \$500K dev fund.

### IMMERSIVE LABS LTD

Full-Time - Hybrid, Bristol, UK

#### Crisis Simulation Team Lead

Jul 2022 - May 2023

#### Senior & Mid-Level Content Specialist

Feb 2021 - Jul 2022

#### Associate Content Researcher

Mar 2020 - Feb 2021

- Rapidly promoted 3 times (Associate to Lead) in 2.5 years due to OKR performance, process innovation, and org impact.
- Directed AGILE content team to grow simulation product catalogue by 4000% over 3 years, generating \$10M+ ARR.
- Led content delivery for 14 Fortune 500 companies (generating £1.43M+), and facilitated over 60 executive workshops.
- Designed over 400+ assets (wireframes, rich media, sfx, presentations, style guides), resolving resource bottlenecks.
- Delivered 24 client projects across 5 sectors incl. [Bank of England](#), [McLaren](#), NHS, Vodafone, Neptune Energy, GCHQ.

### GRV MEDIA LTD

Full-Time - Remote, UK

#### UI/UX & Brand Designer, Project Manager

Jan 2017 - Mar 2020

#### Technical Analyst, Web & App Developer

Sep 2014 - Mar 2020

- Developed [HITC Sport Live iOS app](#) using Swift including full UIX design, user research, development, and deployment.
- Led content strategy and editorial teams for 2 new websites ([Elecspo](#), [Reality Tidbit](#)), to diversify ad revenue streams.
- Managed UI/UX and brand design across company web and app portfolio, supporting the launch of 12 news sites.

## EDUCATION

**Plymouth University** | *BSc Digital Art & Technology (2:1)*

2011 - 2014

Digital Media Design, Creative Coding, Web Technologies, Game Design, Emerging Technologies, Venture Culture.

## SKILLS & CERTIFICATIONS

**SKILLS:** Sketch, Adobe Suite, Pixelmator, Figma, MS Office Suite, Google Workspace, Twinery, WordPress, Monday, Jira, Asana, Product Board, Todoist, ClickUp, Nuclino, Unity, Maschine, Audacity, C#, HTML/CSS, PHP, Processing, JS, Swift.

**CERTIFICATIONS:** Designing Gamification ([Level 1](#) / [Level 2](#)), First Aid at Work ([Advanced & CPR](#))

**PORTFOLIO:** [www.robertsparks.co.uk/portfolio/](http://www.robertsparks.co.uk/portfolio/)

**REFERENCES:** [www.robertsparks.co.uk/references/](http://www.robertsparks.co.uk/references/)