

# ED SIBLEY

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## TOP LINE

- **Director and Manager** - 5+ years experience in leadership roles, growing creative teams, fostering inclusive cultures, developing hit products.
- **Game Designer** - Data-driven F2P specialist with mission to open up new markets.
- **Narrative Designer** - Critically-acclaimed, commercially-proven designer specializing in casual games for mainstream audiences. Successfully translated the highly popular Love Island IP into a hit mobile game.

## EXPERIENCE

### **Netspeak Games** – *Creative Director*

APRIL 2021 – APRIL 2024

- Lead creative and design teams on [Sunshine Days](#) - mobile-first UGC-driven casual social game, built in Unreal, currently in early access
- Created wholesome, cozy brand identity
- Grew studio from Seed to Series A

### **Fusebox Games** – *Narrative Director*

JANUARY 2019 – FEBRUARY 2021

- Created [Love Island The Game](#) - narrative choice-based romance game based on prestigious TV IP, 20m+ downloads, peak 9% conversion rate
- Managed Senior and Lead Narrative Designers, Writers, and freelancers across multiple product. Performed general management responsibilities such as hiring, salary management, progression management, etc

### **Lasso Games** – *Lead Narrative Designer, Lead Writer*

AUGUST 2016 – DECEMBER 2017

- [MiniLaw](#) - cyberpunk-styled retro-shooter
- [Levantera](#) - pirate-themed adventure
  - Designed, wrote and implemented narrative content for both titles
  - Integrated narrative into core game loops of both titles as part of design team
  - Built narrative systems using Game Maker Studio 1 & 2
    - Worldbuilding, city building, quest design, in-game dialogue, level design

## EDUCATION

**MA, Creative Writing, distinction** – *University of Royal Holloway*

SEPTEMBER 2014 – AUGUST 2015

**BA, English Language and Literature, 2.1** – *UCL*

SEPTEMBER 2008 – AUGUST 2011

## HONOURS

**Game Dev Heroes, 2019** – *shortlisted in Writers category*

**Mobile Game Awards, 2018** – *Love Island The Game*, shortlisted in Best Storytelling category

**XYZZY Awards, 2018** – *Dead Man's Fiesta*, finalist for Best Story award

## SELECTED MEDIA

[Evening Standard Profile, 2020](#) – *interviewed as part of a company profile*

[Kotaku feature, 2018](#) – *“It began as something I was doing for your entertainment, something I could write about [...] scathingly. But [...] I’ve actually grown to love it.”*

[Love Island playthrough by Joe Sugg, 2018](#) – *“I’ve got a lot of you saying you prefer this to the actual show.”*