

# Sam Wey

Lead Level Designer

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## PROFILE

With eighteen years in the entertainment industry, Sam Wey is a seasoned game developer specializing in level design and creative leadership. His passion for video games has driven a career that spans art, game design, and story development.

Born in Chicago, Sam earned a Bachelor of Arts in film and computer animation from Columbia College Chicago. He began his career as a 3D artist at Nickelodeon Animation Studios, contributing to the *Kung Fu Panda* TV series. After discovering a passion for crafting experiences, he transitioned to level design for video games like *ABZÛ*, *Friday the 13th*, *Star Citizen*, Capcom's *Lost Planet 3*, and Epic's *Rumbleverse*.

Sam's interest in immersive technologies led to the creation of the AR app *Follow Me Dragon*, the VR LBE *Jurassic World VR Expedition*, and his indie game, *Bullet Time AR*. He made his directorial debut with the VR narrative *Fresh Out*, which premiered at the Venice Film Festival.

Sam Wey excels in creative leadership, seamlessly integrating aesthetic and technical disciplines to create rich, experiential designs. His portfolio can be viewed at: [www.samwey.com](http://www.samwey.com).

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## EXPERIENCE

Principal World Builder & Level Designer

E-line Media

2023-2024

- Overhauled the world layout to consider narrative and compositional needs for *Never Alone 2*.
- Established level production pipelines and interdepartmental workflows.
- Distilled narrative structure and reduced scope.
- Integrated mechanical progression with narrative structure; informing level production.
- Composed level design documentation and blocked out major quests.
- Provided level design critique, direction, and mentorship.

Senior Level Designer

WB Games San Diego

2022-2023

- As first level design hire, established level development process and principles during preproduction.
- Authentically represented world-class IPs through extensive research and level design documentation.
- Blocked out, iterated upon, and oversaw art production of numerous levels.

Lead Level Designer

Iron Galaxy Studios

2020-2022

- Carried level design for a sprawling battle-royale island and the initial layout of the Season 1 expansion.
- Overhauled a broken level design process; prioritizing iteration speed, modularity, and collaboration.
- Iterated on an open-world layout with numerous distinctive landmarks, each with unique gameplay.

## Founder

Coal Interactive

2019-2022

- Designed and developed *Bullet Time AR*, a visceral, slow-motion FPS for mobile AR which shipped to the Google Play store where it was well received at 4.3 star average review.
- All aspects of production, managing contractors, social media marketing, and publishing.
- Extensive Blueprint scripting, A.I., AnimBP, UI, and design iteration.

## Creative Director

Sandman Studios

2018-2019

- Directed a VR narrative titled, *Fresh Out*, which made its world premiere at Venice Film Festival.
- Overhauled production and implemented scrum. Under a tight deadline, lead a team of 10 to success.
- Direction, story development, screenwriting, and interaction design for a shared, room scale, VR narrative, titled, *A Thief has his Reasons*.

## Senior Level Designer

Illfonic

2016-2017

- Prototyped *Friday the 13th* VR with Unreal 4 and Oculus Rift from scratch. Utilized Blueprint scripting, Behavior Tree and Environment Query System for AI. Setup VR player controller, and look-based interaction. Composed high-level game design documentation.
- Blueprint scripted single player survival mode for *Moving Hazard*. System design documentation.
- Creature AI scripting for *Project Advena*. Setup Anim Blueprints, Behavior Trees, and EQS system.

## Senior Environment Artist & Level Designer

Spark Unlimited

2010-2013

- level planning, BSP layout, scripting, and iteration on SP and MP levels on *Lost Planet 3*.
  - Environment art responsibilities and mentorship of junior environment artists.
- (More on LinkedIn)

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## EDUCATION

Bachelor of Arts

Columbia College Chicago

2003-2006

Major/Concentration: Film & Video/Computer Animation

3.758 on a 4.0 scale

Graduated with Honors

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## CONTACT

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## SKILLS

Unreal Engine (18 years experience)

Autodesk Maya (20 years experience, fast modeler)

Photoshop & Illustrator (24 years experience)

Strong written and spoken communication skills

SCRUM software development methodology

Builds strong interdepartmental relationships to maintain trust and open lines of communication

Independent study of game design principles and programming.