Chris Bowles

CREATIVE DIRECTOR

Brighton, UK

megabowlz@gmail.com
07917567739 mobile

Creative Director & Co-Founder with over 20 years of experience in game design for console, PC, handheld, mobile, social and free to play.

Ex Disney / Zynga / Warner Bros

Experience

Hardball Games Ltd

Creative Director & Co-Founder

Brighton
Jan 2022 - Present

TT Games

Creative Director

Brighton
Feb 2018 - Jan 2022

Creative Director on LEGO Star Wars Battles for TT Games.

Natural Motion - Zynga

London UK
Jan 2016 - Feb 2018

Creative Director - CSR2

Creative Director on CSR2

Vision holder for the project responsible for directing the team from a creative and design aspect and defining the roadmap for the title.

Responsible for the direction and design of all game features and creative.

Using 5 years of live game experience to establish best practices in running the game as a service to consumers.

Working with product team to design and deliver metric moving features and improvements to deliver record revenue for the brand and the studio.

Experienced in using analytics to validate assumed problems, assess performance of new features and to identify areas of opportunity.

Experienced in leading teams and managing / coaching direct reports.

Boss Alien / Natural Motion

Brighton UK
Oct 2014 - Jan 2016

Product Lead - CSR Racing & CSR Classics

Leading the CSR Racing & CSR Classics development teams.

Responsible for the direction and design of both titles.

Working closely with the leadership teams at Natural Motion and Zynga to deliver world class products in the mobile space.

Focused on enabling my development teams to deliver great content and experiences.

Boss Alien / Natural Motion

Brighton UK
Jan 2013 - Oct 2014

Product Lead - CSR Classics

Lead the development team responsible with bringing CSR Classics from conception to market.

Responsible for the direction and design of all areas of the product.

Integrating and innovating free to play best practices.

Highly attuned to the free to play market.

Deep understanding of game analytics combined with an appreciation of its importance as a tool in the modern age of game design.

Boss Alien / Natural Motion

Brighton UK
Oct 2012 - Jan 2013

Game Designer - CSR Racing iOS

Doing all things design for CSR Racing on iOS.

The flat structure at Boss Alien provided me with the opportunity to contribute to all aspects of the project.

Climax - SONY First Party Title

Portsmouth UK
Jul 2011 - Sep 2012

Lead Designer - Smart As (PSVITA)

Lead development of concept with Game Director.

Responsible for the conception, creation and development of all areas of the games design.

Presenting the game to press and trade at multiple high profile events including E3.

Black Rock Studio - Walt Disney Co

Brighton, UK
Sep 2008 - Sep 2010

Game Designer - Split Second (PS3 / XBOX360)

Responsible for the design, concept and creation and implementation of powerplays for multiple environments in the game.

Attended multiple media events across Europe as spokesperson for design team.

Black Rock Studio - Walt Disney Co

Brighton, UK
Sep 2006 - Sep 2008

Lead Freestyle Designer - PURE (PS3 / XBOX360)

Designed all Freestyle specific game mechanics, tricks and AI behaviours and worked closely with the programmers to implement.

Climax Racing

Brighton, UK
Mar 2005 - Sep 2006

Level Designer - ATV Offroad Fury 4 (PS2)

Designed and built levels for the game including reference material gathering and creation of level design documentation.

Designed the track editor and created tracks for enduro events in the game.

Responsible for in-game trick mechanics including inputs and animation settings.

Climax Racing

Brighton, UK
Sep 2004 - Mar 2005

Level Designer - ATV Offroad Fury 3 (PS2)

Designed and built levels for the game including reference material gathering and creation of level design documentation.

Responsible for in-game trick mechanics including inputs and animation settings.

Climax Racing

Brighton, UK
May 2003 - Sep 2004

Lead QA Technician - Crash & Burn / Italian Job / MOTGP 06 / MOTOGP 3 / HotWheels Titles

Responsible for all in-house testing of all games against TRC and TCR compliances.

Skill Sets

Professional Skills

Communication / High-level writing ability / Strong analytical nature / Creative problem solving / Excellent people skills / Presentation experience to large and small audiences / Efficiency / Organisation

Software Skills

Unity / Confluence (wiki) / JIRA / 3D modelling / Adobe Photoshop / Sketch-Up / Perforce / Source Tree. I am adept at picking up new software skills quickly.

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