Meagan Couture

Game Designer | Producer | Game Artist

Washington D.C. Area (Remote) | Open to Relocation
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Versatile multimedia designer and game developer with 5+ years of experience crafting visually distinct digital experiences and empowering diverse communities through interactive media. Crafted 15+ game projects in diverse genres and platforms.

Professional Experience

Designer and Game Instructor | Playful City Lab, Washington D.C. (Remote)   Aug 2020 – Present

- Streamlined user understanding of the custom game engine Hive Mechanic by designing template games, demos, and feature tests, conducting detailed quality assurance protocols, and performing user-base outreach, resulting in improvements to the accessibility, clarity, and functionality of the tool.
- Co-authored IMLS grant-funded curriculum and comprehensive documentation on game design principles and the usage of Hive Mechanic through online courses, video tutorials, guides, and workshops to help democratize game design, empowering 50+ libraries nationwide to create 15+ unique, community-focused games.
- Conducted hosting and detailed analysis of 10+ participant interviews, uncovering critical insights detailing the successes and shortcomings of our overall project, greatly impacting our final publications.
- Crafted unique looks across numerous in-house and participant projects by creating diverse graphic assets, illustrations, and promotional materials, resulting in improved project engagement and an overall cohesive feel to Hive projects.

Freelance Graphic Designer and Illustrator | Self Employed, Remote   Jul 2018 – Present

- Translate client visions into tangible brand identities and illustrations, including logos, style guides, motion graphics, professional assets, character designs, and more through collaborative brainstorming sessions and consistent communication practices, achieving high client satisfaction and repeat business rates.

Various Titles | IndieCade, Remote   Aug 2021 – Nov 2024

Awards Producer and Art Director   Oct 2024 – Nov 2024

Art Director and Associate Producer   Oct 2023 – Nov 2023

- Revitalized IndieCade's visual identity by designing comprehensive brand assets, including graphic designs, motion graphics, logos, and promotional materials, for modern Awards festivals and events, culminating in the production and editing of multiple hour-long videos that garnered 2 million+ views across platforms.
- Orchestrated the creation and curation of 400+ total assets from across 50+ stakeholders by spearheading end-to-end production packets, resulting in 100% asset fulfillment for every event.
- Optimized the art production pipeline by programming customized essential graphics in Adobe After Effects, leading to vast reductions in creation time and allowing for the completion of all tasks and stretch goals.
- Successfully facilitated the inaugural Creators Retreat by designing event graphics, optimizing panel locations, implementing impromptu check-in systems, and serving as an on-site IndieCade representative to greet guests and resolve logistical challenges.

Graphics and Community Specialist   Aug 2021 – Jun 2022

- Defined IndieCade's visual looks for IndieCade Horizons festivals and off-season events, creating graphic suites which have continued to be used and updated through the events' most recent iterations.
- Improved audience engagement by launching the IndieCade Horizons community Discord server, hosting channel wide events and exclusive discussions, guiding participants, and analyzing server engagement, resulting in overall event improvements and the addition of new festival segments in following years.

Projects

2D Game Artist and Studio Co-Founder | *Improv Fight Night*

Gaming Gourd, Remote   Oct 2023 - Present

- Guide the project's visual identity in the 2.5D beat 'em up genre by designing concept art, mood boards, and iterative art pipelines and advising on the scope and resource requirements of proposed art ideas.

Producer/Co-Director, Artist, and UI Specialist | *Scorched Earth*

American University, Washington D.C.   Feb 2022 – May 2023

- Co-directed a 1.5-year game project using agile methodologies, culminating in a 328-page Master's thesis on sustainable game production practices and ethical AI usage in creative processes and resulting in launching the Gaming Gourd Studio.
- Orchestrated multifaceted project management strategies by crafting detailed production workbooks, weekly agendas, game design documents, pipeline protocols, and asset catalogues, fostering a collaborative team environment and an experimental, iterative design approach.
- Streamlined development on game systems and UI design by engineering robust UI systems and custom editor tools for inventory and stats management using Unity's UI Toolkit.
- Proactively mitigated game version conflicts by pioneering a branch version control system in GitHub, resulting in a 100% reduction in errors compared to previous projects and vastly improving programming iteration capabilities.
- Architected ethical AI-assisted concept pipeline to enable rapid style/mood exploration while preserving original art integrity for resource-constrained teams.

Director, 3D Artist, and Voice Actor | *Space Ocean Library*

American University, Washington D.C.   Apr – May 2022

- Directed the development of an experimental VR experience created using cutting-edge volumetric capture and photogrammetry techniques, culminating in the completed project being showcased at the 2022 UFVA conference.
- Dynamically refactored the game's control mechanics by analyzing player difficulties and feedback and reprogramming the game's movement mechanics, resulting in the game changing format to a true-to-scale VR experience.

2D Artist, Character Designer and Animator | *Heartache*

American University, Washington D.C.   Apr - May 2022

- Streamlined the 2D art production pipeline by crafting vector-based patterns in Adobe Illustrator, allowing for the rapid creation of art for 7 fully detailed levels in just under 4 days.

Professional Service

Community Jury | IndieCade   Mar 2023 – Aug 2024

Awards & Student Challenge Jury | Games for Change   Mar – May 2024

Education

Master of Fine Arts | Games and Interactive Media

American University, 4.0 GPA   Jul 2020 – May 2023

Bachelor of Arts | Music *with minors in Computer Science and Digital Art*

Stony Brook University, 3.48 GPA   Aug 2016 – May 2020

Skills

Hard Skills:

- Asset Management
- Digital Illustration
- Game Art (Level, Character)
- Game Prototyping
- Graphic Design / Motion Graphics
- Mechanics Design
- Programming (C#, USS, JavaScript)
- Technical Diagrams
- UI/UX Art and Design

Soft Skills:

- Collaboration
- Creative Problem Solving
- Cross-functional communication
- Organizational Skills
- Rapid Adaptation
- Technical Expertise

Techniques:

- Agile methodologies
- Curriculum Design
- Technical Documentation
- Playtesting Analysis
- Quality Assurance

Tools and Software:

- Adobe (After Effects, Photoshop, Illustrator, Premiere Pro)
- Atlassian (Confluence, Jira)
- Blender
- Microsoft 365 Suite
- Unity
- Unreal Engine

Languages:

- English (Native)
- French (Intermediate)
- Japanese (Beginner)

Awards

SOSB Alumni Award Scholarship
Stony Brook Marching Band, 2020

15th Annual Stony Brook Game Design Competition Finalist
Stony Brook University, 2019

Theodor Presser Scholarship
Stony Brook University, 2018