

# Kevin Davies

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## What I Can Offer

I am a 'generalist' with a broad skill set in game design and various creative services. I have spent most of my career self-employed as a freelance and as an entrepreneur in many different areas of the creative industry, acquiring new skills and experience with each assignment and task undertaken.

My experience includes **game design, corporate training simulation development, concept generation, writing, illustration (digital and traditional media), photography and image retouching, art direction, graphic design (print and web), book and magazine publishing, drafting, map creation, and event management (corporate events and conventions).**

Specifically, I've designed, written, and updated Facebook games, traditional roleplay games and scenarios, a miniatures game and scenarios, as well as other traditional types of games (boardgame, card game, etc.). I've produced writing and illustration for comic books, magazines, books (covers and interiors), and advertising. I've also done animation layout and design (film and TV); storyboard and concept illustration (video and advertising). I have also run my own game design and production business and have been a partner in an ad agency, taking on tasks that included administration, sales, marketing, client and talent relations.

I'm energetic, self-motivated and creatively flexible — with a hard-working, professional attitude plus strong organizational and multi-tasking skills.

I am comfortable working alone or as part of (and/or supervising) a creative team. I am enthusiastic about the prospect of taking on new challenges and learning new skills. I am a straight-shooter and dedicate myself to the successful completion of any task I undertake. I have much experience working toward milestones and meeting deadlines.

I am an eager and quick learner and an avid reader. When I require information I turn to manuals, resource books, the web, or colleagues. I take advantage of seminars and conferences to expand my knowledge and capabilities.

While I am mostly self-taught, my formal education includes film and photography studies, art and design studies, writing, architecture, and theatre arts. When not working I play and design games, read history, politics, and economics, watch movies, play guitar and write songs (some can be heard at [www.reverbnation.com/kevindavies](http://www.reverbnation.com/kevindavies)).

I would sincerely appreciate the opportunity to discuss how I could contribute to your company.

## What I Am Seeking

1. To have an active role in the continually developing computer/console/online game industry.
2. To work in a creative and intellectually challenging capacity on enjoyable and satisfying projects.
3. The opportunity for personal growth through the acquisition of new knowledge and skills.
4. To work with enthusiastic and interesting people in a friendly atmosphere of mutual cooperation and respect.
5. To be compensated at a fair market rate for the value that my efforts and capabilities provide.

## Skills and Experience in Detail

I have been an avid game player and game designer since my youth. I've been a member of many weekly game playing groups since the early 1980's, over the course of which I've played every style of game from traditional wargames, roleplay games, board and card games, to various games on the computer, PS3, Wii and recently, on Facebook. I have no favorite type of game; as a player, I consider any game that provides a sustained enjoyable experience to be a winner!

For any time period or task not described below you can assume that I've been working in the advertising and corporate communications industries as a freelance creative service provider.

### Computer/Online Game Designs & Related Work

- **2010**, Facebook game Concept Design: **Galactic Empires** (interstellar realtime strategy war game); currently under review.
- **2009**, Facebook game Concept Design: **Gems of Valor** (gladiatorial RPG), Clipwire Games.
- **2008**, Facebook games: Review and Analysis of existing and proposed game concepts, content creation for various existing projects including **Triumph**, **Rock Heroes**, **Friend Factory**, Zynga Game Network Inc. (Toronto).
- **2008**, Online Game Interface Designs and Logos: **Boss a Date**, **Love Letters**, **Love Trivia**. Content development for **Love Mania** online game (various captions and quotes), Beevision.
- **2007**, Game Design Concept & Pitch: I pitched a PC game to a panel of game industry judges at **Vortex 2007**. **Road Trip** (a PC solo roleplay/online social multiplayer travel adventure game) was presented as a game offering an experience similar to various 'road trip' movies, where the goal is to get from here to there — while lots of unexpected stuff happens along the way. The genre of each 'trip' varies with the story (e.g., humorous, scary, crime, action, etc.).
- **2006**, Game Design Concept, Bible Writing, & Pitch: In 2006 Telefilm Canada hosted the *Great Canadian Video Game Contest*. A game developer with an existing game 'engine' (used to run existing game products) backed the submission of one of my game concepts (voted best game concept, over proposals by several others, by our assembled development team).  
**Election** (an online, real-time strategy, resource management, non-linear roleplaying game) was designed to tap into the rising interest and ongoing cynicism in politics during the election cycles in the USA, Canada, and other Western democracies.  
 I developed the game concept, wrote the pitch document, and produced the working bible for the game. One significant feature contributing to the variety of the gameplay experience was the inclusion of numerous mini-games of various types, all relevant to the overall plotline.

### Peregrine — Game Design & Publishing Company

In the 1980's I developed a system of Roleplay Game (RPG) rules called **Weapons & Wonder**. After attempting to sell these rules and the accompanying setting to various game and book publishers including TSR, Mayfair, Warner Books, and Marvel Comics (Gary Gygax, founder of TSR, even considered purchasing it), I encountered the problem that most firms wanted to develop products with in-house or existing talent. I resolved that if I wanted to see my games published I would have to start my own company.

In 1993, after doing some industry research, I established **Peregrine**, a game company that produced traditional tabletop games. As the owner-operator of Peregrine I extended my experience as a game designer, writer, illustrator and publisher by marketing my games, placing ads and running demos at trade fairs and retail locations. I also worked with distributors, printers, shippers, and warehouse companies.

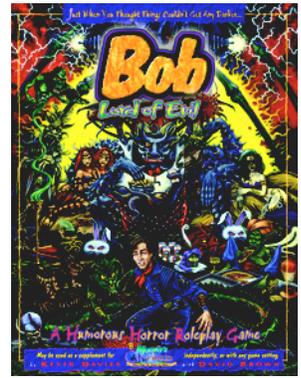


Peregrine produced four game products: **Murphy's World** (a humorous techno-fantasy RPG), a sequel **Bob, Lord of Evil** (a humorous techno-horror RPG), **GRIT Multigenre Miniatures Rules** and **Adventure Areas** (miniatures gaming surface). I also produced several Adventure Scenarios including **An Asgard Gazetteer** (published in *The Familiar* magazine) and **A Slice of Life** (published in *Adventures Unlimited* magazine).

Peregrine's games were distributed internationally by all major direct market game distributors. The rights to a French edition of *Murphy's World* were sold to a company in France; the game was published in hardcover.

I have numerous games that remain in various stages of development; from concepts to full prototypes that have been playtested at conventions (e.g., Gen Con, Origins, GAMA, etc.). These include additional *Murphy's World* adventures and sourcebooks; several new SF and fantasy RPG settings; **Destiny Dice** (a strategy game using dice and unique collectable boards), **Grand Prix Champion** (an auto racing game with rules expansion options), **Escape from Dinosaur Island** (a miniatures game with a unique terrain each time played); **Fortune** (a game of wealth and power); **Murder Mountain** (a fast-play card game); **Nisus** (a collector card game system), **End Zone** (miniatures fantasy football).

I would be willing to revise and develop any of these concepts to allow it to be produced as a computer/console/online game.



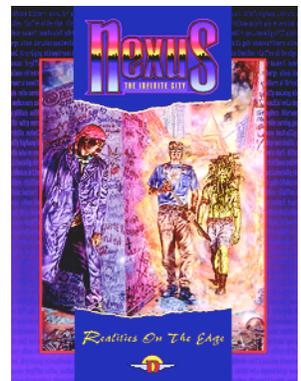
## Traditional (Non-Computer/Online) Game Designs & Related Work

- **2007**, Cover and game board Illustration (geographic map), game Logo: **Sodbusters** (farming boardgame), Mansion House Games & Hobbies, Inc ([www.sodbusters-game.com](http://www.sodbusters-game.com)).
- **2004**, Logo and Box Designs, **It's Debatable** (family game), Loopstra Design & Productions.
- **2001 to 2002**, Writing: I wrote a regular column on gaming published in *Parsec*, a Canadian quarterly multi-media magazine. Some of the articles I produced were titled:

1. What Games Do You Want! You Can Influence the Games Manufacturers Produce.
2. The End of Social Gaming? Why Traditional Face-to-Face Gaming Should Not Be Abandoned.
3. The Future of Gaming — The Virtual Shape of Things to Come.
4. Anime and Gaming — Storytelling With Attitude and Style.
5. Attack on Freedom — Games Are Not the Enemy.
6. A Tidal Wave of Change – Reflecting on the History of the Specialty Game Industry.



- **1995**, Art Direction, Graphic Design, Production, for **Scrye, Guide to Collector Card Games** magazine. In two weeks, I produced a total redesign of the magazine, including the full layout and production of the current issue and the creation of standards and graphic templates for future issues.
- **1994**, Art Direction, Logo Design, Graphic Design, Editing, Photography, Production, for **Nexus the Infinite City** (RPG book), Daedalus Games. Other Art Direction and Graphic Design clients included: CyberRealms, Night Vision Games, Kapow Press.
- **1994**, Card Illustrations for the **On the Edge** collector card game, Atlas Games. Also printed in the book *Surviving On the Edge — the Player's Survival Guide*; one image was used for the cover of *Scrye* collector card game magazine (issue 3).
- **1989**, Writer, Map Illustrator: **To Serve the Pixie Crown** (Scenario) for *Adventures in the Northern Wilderness* (RPG Book), Palladium Games.



## Live Action Roleplay Games (LARP) & TV Game Show

- **2008**, Children's TV Show with Live Action Games: Writing and Game Design: **2Can Challenge**. I was asked by **2Can Entertainment** to produce a proposal for a children's live action game show with 'adventure puzzle' challenges. Taking advantage of my game design experience, I provided a document with an overall description of the show, along with a breakdown of the individual games and tasks that the players would have to complete to win.
- **1999**, Live Action RPG Design: **NanoGenesis**. A promotional device for the NanoGenesis RPG, this simple LARP was produced to familiarize people with the concept while encouraging them to visit the Peregrine booth at the Gen Con game convention. The player's goal was to solve a mystery, answering who, what, when, where, how, and why. Clues, handed out at the booth could be traded. Those returning to the booth with the correct answers received a gift.
- **1992**, Live Action RPG Design: **The Beastman Plague** (a NARA Weekend Adventure). In the summer of 1992, I was invited by NARA, a commercial LARP company with 300 members, to produce a fantasy adventure that would be played over a two-day weekend event.  
The scenario included actors in costume and makeup, wandering marshals (to assist with gameplay as necessary), and events (including some requiring weapons combat) that would progress a linear plotline toward a planned climax at a 'castle' constructed for the event.
- **Mid 1980's to early 1990's**, Live Action RPG Design and Event Hosting. During this period I created and ran severalLARPs incorporating a variety of genres (fantasy, mystery, horror, modern conspiracy, and aliens), for several large parties — with up to 85 players — at unique interior and exterior settings.
- **1979**, Live Action RPG Design: **Search, The Alien Stalking Game**. Inspired by the alien tracking sequences of the films *Dark Star* and *Alien*. this was my first widely played LARP. Initially played at the science fiction convention *Ozymandias II* in Toronto, August 1979, I subsequently ran it at several conventions in Canada and the United States. The rules were printed in *Mirriad*, a science fiction magazine, in issue 1, July 1980.

## Corporate Training Simulations

- **1994**, Corporate Training Simulation, Writing: Character and Content Creation. I was contracted by a corporate communications agency to assist in the development of **Conquest**, a 4-day business training simulation for **Miles Pharmaceuticals**.  
In an effort to gauge the marketing capabilities and product knowledge of the Miles sales force, I conducted extensive research into the relevant competing products offered by Miles and their competitors and the roles of various medical practitioners.  
I created **45 Doctor Profiles** that allowed the training staff to roleplay potential Doctor 'clients', challenging the Miles sales staff, plus **180 Annual Doctor Profile Updates** detailing yearly life events. Each included specific and unique personal and professional details and drug prescription preferences. I also created a 'newspaper' that would inform both the trainers and participants of various events. The event, held in Hawaii, was a huge success.
- **1993**, Corporate Training Simulation, Writing: Character and Content Creation. Based on my familiarity with runningLARPs, I was contracted by a corporate communications agency to assist in the development of **Focus on the Future**, a business training simulation for **The National Trust** bank.  
I created **53 Citizen Profiles** used by the corporate trainers to take on the role of bank customers from a fictional city. I also produced **212 Annual Citizen Profile Updates** that would provide background information to the trainers on the events of the Citizen's lives during the simulated 5-year duration of the exercise. A 'newspaper' was also produced to inform both the trainers and participants of various fictional but relevant events taking place in the city.  
Held in a downtown Toronto hotel over three days the simulation was so engaging that some participants remained 'in character' while talking to others even during 'downtime'.

## Relevant Non-Game Work

### Passionate Designs TV Show Pitch

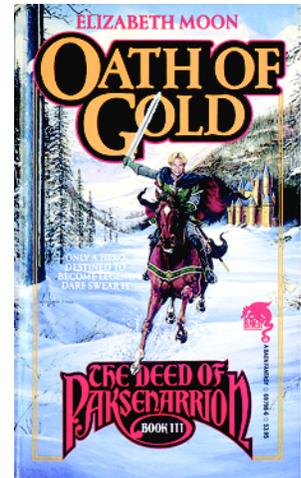
In 1990 I co-wrote (with Jim Rae), a proposal for a new TV show, **Passionate Designs**, that celebrated the Toronto urban creative business scene with a focus on two young fashion designers trying to establish themselves as a viable business. It was successfully pitched to *First Choice* movie channel, but ultimately development did not proceed.

### Comic Book Creation, Writing, Illustration

From 1985 to 1988 I developed the concept, co-wrote (with Steve Stirling), and illustrated the original comic series **A Hero Named Harold**, published in the comic book anthology *FantaSci* by Warp Graphics and Apple Comics. The complete series was told in 10-parts and just over 100 comic pages.

### Book, Magazine, Comic Cover & Interior Illustration

From 1984 to 1989 I produced Cover and Interior illustrations for paperback and hardcover books, magazines, and comics in the SF and horror genres. Book clients included: *NAL/Signet*, *Baen Books*, *Dark Harvest Press*, *Baskerville Books*; magazine clients included: *Dragon (TSR)*, *Dungeon (TSR)*, *Scrye*, *Adventures Unlimited*, *Borderland*, *Scream Factory*, *The Familiar*; comic clients included: *First Publishing*, *Warp Graphics*, *Apple Comics*.



### Animation Layout & Element Design

In 1984 I worked at *Nelvana* as a Background Layout Artist and Element Designer on **The Care Bear Movie**, plus the Star Wars **Ewoks** and **Droids** television series. I was promoted to a senior position, supervising 7 other artists and simultaneously working for two departments.

### Electronics Today & Computing Now! Magazines

In 1982 I was hired as art director and successfully produced a redesign of **Electronics Today** magazine in one week. This included the establishing of graphic elements and layouts for various sections and features. I also provided concepts for the logo and layout of the proposed **Computing Now!** magazine.

### Miriad Magazine

From 1980 to 1982 I co-published, art directed, wrote articles (including interviews with fiction writers and film producers), produced illustrations and photography, and managed the production of **Miriad**, an SF Media magazine with an international quarterly circulation of 10,000 copies.



### Convention Management

From 1979 to 1984 I co-chaired and helped manage several science fiction media and game conventions in the Toronto area. These conventions lasted 2 to 3 days, had paid guests from both Canada and the USA, multi-track programming, and entertained over 1000 attendees each.

## Public Speaking Appearances — Solo & Panel Lectures

- 'A World of Fantasy' (Ad Astra Media Convention, Toronto, Ontario, 2006)
- 'Starting & Managing an Electronic Studio' (Bell Centre For Creative Communications, Toronto, Ontario, 1997)
- 'Marketing: Getting Your Message Out' (Origins Game Expo, Columbus, Ohio, 1995)
- 'Working With Talent' (Origins Game Expo, Columbus, Ohio, 1995)
- 'The Process of Game Design' (Ad Astra Media Convention, Toronto, Ontario, 1990)
- plus... numerous panel and seminar appearances, art show hangings, and game demos at media (SF, Horror) and game conventions in Canada and the United States.