Ross Magill

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Selected Client Work

Game Designer & Technical Lead | May 2026 to Aug. 2026

Centre for Digital Media, client project for Simply Sweet Games, Vancouver, BC

- Designed the core puzzle loop and difficulty balancing for a daily word game in React and TypeScript for a news partner
- Built an LLM-powered pipeline that generates daily puzzles from live news articles, with error handling, fallback puzzles, and internal editing tools so the game never ships a broken or missing puzzle
- Took on overall team leadership as technical lead and co-project manager, directing a team of 6 through weekly Scrum sprints and coordinating scope with Simply Sweet Games
- Delivered a playable game, integration documentation, and user testing insights by week 13

Technical Designer | Jan. 2026 to May 2026

Centre for Digital Media, client project for CVGM, Vancouver, BC

- Developed an exploratory four-station interactive exhibit concept and working prototypes, now in continued development by CVGM
- Integrated Arduino hardware (rotary encoders, PN532 NFC over SPI) with Unity through serial over USB
- Designed the Unity architecture and a QR-based system for carrying player data between stations
- Wrote technical design documentation for the client handoff; prototype was shown to Minister Marc Miller

Other Experience

Email Marketing Specialist | Jan. 2026 to Present

MAPS Canada, Remote

- Write and edit copy for event promotion, Research Room announcements, and webinars
- Run A/B tests on email campaigns in Mailchimp
- Work closely with the Executive Director on content, timing, and design decisions

Videography & Podcast Project Manager | Apr. 2026 to Present

MAPS Canada, Remote

- Lead video and podcast production for a non-profit dedicated to psychedelic research and education, including guest outreach and technical support during recordings
- Provide editorial direction to video editors so content aligns with organizational goals

Volunteer Video Editor | 2024 to 2025

MAPS Canada, Remote

- Edited YouTube and podcast content in Adobe Premiere Pro; volunteer work led to paid roles

Projects

Brawl Stars Live Service Analysis & Balance Project | 2026

Google Sheets

- Analyzed the live service model and proposed solutions for late-season Brawl Pass value
- Proposed solutions for cosmetic availability and competitive fairness, evaluated using sinks/sources and KPIs

Lumièтrique | Sep. 2025 to Dec. 2025

Unity, C#

- Game Designer and Lead Developer on a Centre for Digital Media team game, developed all core game systems
- Led the pivot from an earlier concept to meet a mandated publisher brief and ran A/B player testing on level design and game feel

Sports Apps | Jun. 2024 to Aug. 2024

Swift, Kotlin, Java

- Built live score apps for Apple Watch and Wear OS as a solo project, pulling real-time MLB, NHL, and NBA data from REST APIs

Skills

Game Design: Systems design, game balancing, economy design, technical design documents, KPI analysis, A/B testing

Production & Tools: ClickUp, Scrum, Excel, Google Sheets, Mailchimp, Git, Figma, Adobe Premiere Pro, Claude Code

Engines & Languages: Unity (C#), Unreal Engine 5, React, TypeScript, Swift, Kotlin, Java, Python

Hardware: Arduino, rotary encoders, NFC (PN532), serial communication

Education

Master of Digital Media | Sep. 2025 to Expected Dec. 2026

Centre for Digital Media, Vancouver, BC

- Courses: Game Design, Game Engine Technologies, Systematic Game Design
- Scholarship student

Honours Bachelor of Science (HBSc), Psychology, Cognitive Science, and Computer Science | Sep. 2021 to May 2025

University of Toronto, Toronto, ON

- Courses: Intro to Game Design, Design of Interactive Computational Media, Systems Programming
- Graduated with distinction