



CONTACTS

@ rossfifield@yahoo.co.uk
linkedin.com/in/rossfifield/
York



LANGUAGES

ENGLISH Native ●●●●●



SKILLS

Adobe Premiere · Agile · C# · GitHub ·
Photoshop · Scrum · Unity ·
Unreal Engine · Mechanics ·
Level Design · Systems Design ·
Speculative Prototyping ·
World Building · Teaching ·
Qualitative Research ·
Research Methods · Games Culture



INTERESTS

- Games
- Games Preservation
- Japanese Martial Arts
- Classic Movies
- Playing airsoft
- Live Action Roleplaying

ROSS FIFIELD

USER RESEARCHER AND GAME DESIGNER



SUMMARY

I am a user-centred games designer and researcher with a background in both practical and theoretical dimensions of play. My work sits at the intersection of design innovation, player psychology, and emerging technology, with a particular focus on how people find, engage with, and sustain play in social contexts.

Currently undertaking a PhD as part of the iGGi programme, my research investigates the social and psychological factors that influence whether and how individuals choose to play with others. I aim to develop actionable insights that reduce barriers to engagement, support better player matchmaking, and encourage more inclusive and sustainable multiplayer experiences. I am particularly interested in live data applications and their potential to inform adaptive matchmaking systems and enhance game discovery.



EXPERIENCE

Company Name

York, United Kingdom

PhD Studentship in Intelligent Games and Games Intelligence 10/2023 - Present

- PhD Studentship in Intelligent Games and Games Intelligence
- Currently researching the question: What are the instrumental factors in initiating multiplayer play?
- Recently completed intensive training modules in Games Design, Games Development, Advanced Research Methods and Statistics, and Impact and Engagement

BTEC Level 3 Games

Gloucester, United Kingdom

Lecturer in Game Development

01/2022 - 07/2023

- Responsible for delivery of BTEC Level 3 Games
- Course leader for HNC and HND Games

Abertay University

Hybrid/Remote

Research Assistant

09/2021 - 12/2021

- Short term contract investigating economies, governance and social interaction in PUBG Mobile



EDUCATION

Falmouth University MA Game Design

Falmouth, United Kingdom

MA Game Development

09/2017 - 09/2021

- My online portfolio offers a range of prototypes and experimental games
- My thesis focused on Battle Royale as a game genre
- I can provide demonstrable experience of Game Theory, User Interface, User Experience, Level Design and User Research