



Consulting Services

Creative Process Refinement

MARIE
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Game Director | Esports Veteran



About Marie

Marie Mejerwall is a long-time veteran of game design. She has led creative teams at more than six game studios around the world and has worked on several famous award-winning franchises, such as Dead Rising, Deus Ex, RollerCoaster Tycoon and the Batman Arkham series. She started out in programming, transitioned to game design, rose to become a Lead and eventually Game Director over her own game, both building a team, the creative vision and establishing creative processes.

Having worked at many renowned studios, such as Capcom, Ubisoft, Eidos and Warner Bros, Marie has seen a sheer amount of processes, and developed her own 'best-of' list of highly successful practices used in highly efficient teams. Marie now uses these to help studios refine their processes to align everyone, up their motivation and ensure they contribute to their fullest potential.

Read on to learn how Marie can help you sharpen your game, team and processes.



Creative Processes Refinement

Is there room for improvement in the quality of your team's designs?

Are the designs good, but not always aligned with creative goals?

Are there different wishes and ideas on who should design what?

Overview

Having worked many studios, Marie has developed a **set of 'best-of' practices** that were highly successful and improved the quality, efficiency, motivation and alignment of the team. She now share these with studios in the shape of counseling and workshops.

It's not a one-fits-all, however – which is why discussion is always needed to decide what would work best for your studio. **Get in touch** to discuss your situation and needs and she can suggest relevant workshops.



Creative Process Workshops

Creative Pipeline

Session where we discuss improvements to the studio's creative pipeline. How are new ideas entering the system, and who can give them? When is feedback given, and how is it actioned on? What does the sign-off process look like?

Takeaway: Clearer expectations, more efficient flow, increased creative contribution from team

Designer Responsibilities

Team workshop that restructures design area responsibilities and gives designers room to own and focus on work whilst also keeping everyone (including directors) informed and aligned.

Takeaway: Clearly defined areas of responsibility, clear delegation hierarchy, clear information and approval flow.

Design Doc Best Practices

In this session, we will walk through some best practices for design docs, see some examples and discuss their benefits. We will then review any existing best practices and decide what to infuse to help the team author documents that are clear, concise and inspirational to read.

Takeaway: Improved design documentation

Design Direction & Layers

We walk through which different layers design exists on, from the highest vision statement until the smallest implementation detail. Are there too many layers, or too much Direction, or not enough? How can we ensure to always stay aligned when we are designing many things at the same time?

Takeaway: Better design structure

Creative Process Workshops

Your Team is your Super power

Inspirational talk about how to tap into and use your whole feature team to your advantage when designing - and motivate them to achieve greatness in the process.

Takeaway: More team happiness and cohesion, better quality design decisions

Team Playtest Structure


Workshop where we discuss and restructure the playtest schedule, groups and feedback formats to ensure that everyone's time is used efficiently, designers get valuable and relevant feedback from the right target audience and the feedback is easy to sort and action on.

Takeaway: Higher efficiency and quality feedback

Design Reviews

Who should review which designs, and when? How can we keep the workload on creative leadership down, whilst ensuring everyone gets feedback and can move their designs forward? In this session, we discuss different approaches and decide which one suits your studio the best.

Takeaway: Timely feedback, higher quality designs



Didn't find anything that fits your needs?
But wait, there's more!

You can also **get in touch** to tell Marie about your situation and needs – the probability is high that she has been in similar situations throughout her career, and can offer valuable suggestions.

Contact



For questions or interest in services, please get in touch by email:

contact@mejerwall.com

To learn more about Marie, visit:

<https://mejerwall.com/about>

Read about Marie's other services:

<https://mejerwall.com/services/>