RICHMOND HULSE

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Portfolio: **https://matthulse.com/**

WORK EXPERIENCE

StarSouls Studios — Owner & Creative Director (**Biz-Ops**)
March 2025 - Present (10 months)
Led market research, audience segmentation, and competitive analysis across client and internal projects. Built structured media plans tied to production milestones. Secured two five digit client contracts while directing playtests and producing all release media including trailers, screenshots, and branded assets.

LeValley Group LLC — AV/IT Technician (**SysOps**)
June 2021 - August 2023
Supported 40+ live events across 15 locations. Operated sound boards and networked AV gear tied to a central server, with up to 12 connected machines. Deployed virtual machines for testing, diagnostics, and live support to clients. Worked on site to set up and maintain hardware.

PROJECTS

Footslog — Level Designer & Marketing (**Unity**)
July 2025 - Present (6 months)
Led genre research and audience targeting for a momentum focused boomer shooter. Ran structured playtests to evaluate pacing, readability, and engagement. Produced trailers, gameplay captures, screenshots, and storefront assets to support milestone releases and outward facing positioning.

Vessyl — Level Designer & Marketing (**UE5**)
July 2024 - October 2025 (1 year 4 months)
Conducted competitive research and player profiling within the 3D roguelite space. Organized iterative user testing to evaluate traversal flow and clarity. Produced trailers, gameplay captures, screenshots, and promotional assets to support release positioning and public visibility.

S.T.A.R. — Game Producer (**Unity**)
September, 2022 - January 2023, 5 months
Led market research and player profiling across 12 sprint cycles with a 27 person team. Organized structured playtests and synthesized feedback into development adjustments. Coordinated milestone showcases and delivered all promotional media on schedule.

EDUCATION

Masters in Game Design & Development (MS)
Rochester Institute of Technology, Rochester, NY
August 2023 – May 2025
Overall GPA: *3.97*

Bachelor in Digital Marketing (BS)
SUNY Polytechnic Institute, Utica, NY
August 2019 – May 2023
Overall GPA: 3.90

SKILLS

User Research & Strategy
User Interviews, Surveys, Personas, Journey Mapping, Problem Framing, Insight Synthesis, Data-Informed Decision Making, Usability Evaluation

UX & Interaction Design
User-Centered Design, User Flows, Information Architecture, Wireframing, Prototyping, Interaction Design, System Design, VR/AR UX

Tools & Production
Figma, Adobe Creative Suite, Unity, Unreal Engine, Blender, Excel, Source Filmmaker

Technical & Systems
Python, C#, C++, Blueprint Scripting, Debugging, Optimization, Data-Driven Systems

Collaboration & Delivery
Agile/Scrum, Jira, Trello, GitHub, Perforce, Cross-Functional Collaboration, Stakeholder Communication

AI-Assisted Design & Production
Copilot, GPT, Claude, Gemini, Context-Aware Tooling, Workflow Automation, AI-Assisted Design, Agentic Workflows

AWARDS

Community Engagement Award — Interactive Media & Game Design, SUNY Polytechnic Institute (2023)

First Place, New York Business Plan Competition, Safety, Power & Mobility Track (2022)

Van Horne Scholarship Recipient (2020)

Clark Scholarship Recipient (2020)

Eagle Scout, Leatherstocking Council (2019)

Focus Areas

Modular Level Design | Procedural Environments | Stylization & Worldbuilding | Gameplay System Integration | Tool-Assisted Workflows | Scripting-Driven Encounters | Data-Structured Layouts