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Summary

I am a problem solver, with experience of working on product and solution design from initial pre-sales meetings, through proposal, requirements gathering, solution design, prototyping, development, release, analytics and support. Currently a senior solution design, strategy, and user experience consultant. Experienced in solution consultation from small dev teams up to C-Suite at an international level, utilising a strong technical background to make complex concepts more approachable to everyone at every level. I also bring a unique level of expertise in gamification as an internationally recognised expert and speaker in gamification, serious games, and user experience. Author of Even Ninja Monkeys Like to Play. Owner of gamified.uk – a well-respected gamification resource. Looking for the next step to build on skills and knowledge in engagement, user experience and technology, as well take on more responsibilities and leadership.

Skills

Solution & Strategy Design	Client / Customer Engagement	Serious Games
Gamification	User Experience	Full Life Cycle Delivery
Public Speaking	Learning Design	Training Delivery
Innovation	Web Technologies (HTML, CSS, Javascript, PHP)	Social Networking/Media

Experience

Motivait

03/2017 – Present

Senior Gamification Solution Consultant

- Senior Gamification consultant and strategy / solution designer
 - Full lifecycle consultation, design and delivery of games, gamification and loyalty programmes
 - Client meetings (up to C level).
 - Working with international inhouse design and development teams to produce prototypes and products.
 - Advising on use of technology in house and for clients.
 - Managing external development teams to develop games
 - Mentoring other team members and acting as SME in gamification
 - Development of core metrics, KPI's and analytical approaches and reporting.
 - Developing working prototypes of games and solutions in HTML & Javascript and game engines.

Gamification Nation

07/2016 – 03/2017

Gamification Solution Consultant

- Gamification consultant and strategy / solution designer for small and large multinational clients:
 - Full lifecycle consultation, design and delivery of gamified solutions.
 - Client meetings (up to C level) to develop initial specification.
 - Scoping workshops with clients and potential users.
 - Learning and educational design (tools such as H5P)
 - Development of game design documents.
 - Development of prototypes and final products with 3rd party suppliers.
 - Clients included BAT, QinetiQ and the Royal Navy

Pickle

09/2016 – 12/2016

Gamification Strategy Lead

Advised on gamification and user experience strategy for this start-up to improve user engagement with their product.

G2G3 (Part of Capita Group)

01/2016 - 07/2016

Gamification Solution Consultant

- Consultant on multiple client gamification and user engagement projects, identifying problems, opportunities and needs of key stake holders
- Scoped project needs, costs and time scales with internal teams
- C Level meetings providing advisory services and subject matter expert input with clients including a leading retail bank and a global insurance major
- Lead design workshops with a large furniture and home furnishings retailer
- Designed themes, gameplay, mechanics, scoring systems, narratives, user experience and other game based elements for client solutions
- Continued stakeholder management through product life cycle

Capgemini

12/2014 - 01/2016

Senior Solution Designer

- Consulting with clients on design & implementation of new solutions to facilitate smarter & more efficient working through technologies such as social media and CRM systems.
- Advising key stakeholders at a large UK airport to improve their premium services through better use of technology and smarter working. Ran meetings and discovery sessions with a small team of consultants. Worked on the design, documentation and prices of identified solutions. Delivered presentations to stakeholders and other members of the client team.

Capgemini

07/2014 - 12/2014

Co-Innovation Lab Facilitator

The Co-Innovation Lab was a capability Capgemini developed in 2014 with an aim to help clients develop innovative solutions and opportunities.

- Part of the team that developed the initial Co-Innovation Lab offerings
- Developed Co-Innovation lab events and collateral
- Delivered and facilitated Co-Innovation Lab “Rapid Ideation” and “Hack” events with multiple clients

Capgemini

01/2013 - 01/2016

Gamification Subject Matter Expert (in tandem with main role)

- Deployed Spigit as a gamified innovation platform for clients and Capgemini
- Utilised as a gamification subject matter expert around multiple client projects
- Attended client meetings and delivered talks on gamification to support Consulting
- Helped plan and deploy gamified solutions for clients and internally
- Noted as a Capgemini Expert on the external UK Website

Capgemini

02/2010 - 12/2014

UK Intranet Web Manager

Responsible for managing and maintaining the UK Intranet for 9,000 employees in Capgemini UK.

- Building strong working relationships with key stakeholders from all areas of the business to ensure they have an effective intranet presence that benefits their key drivers/objectives.
- Part of a small team of experts that formed the global strategy for the Intranet across two redesigns.
- Managed editors across all business units to ensure a high standard across the intranet
- Developed content to stakeholder specifications and deadlines.
- Implemented innovative solutions to stakeholders needs, beyond the scope of the intranet platform
- Developing training materials and providing face-to-face training on CMS to facilitate a more effective delivery of this service.
- Created Social Media training course for Capgemini "Experts" scheme.

Gamified UK

06/2009 - Present

Gamification Expert/Speaker/Author

- Author of Even Ninja Monkeys Like to Play: Gamification, Game Thinking and Motivational Design
- Guest lecturer for Munich Business school, Madrid Business School and Brighton Business School on User and Player Types in Gamification
- Keynote speaker on gamification
- Gamification and user experience strategy consultant on various small client projects
- Expert on European Commission research funding and project review panel 2014 and 2016
- Received Best Contribution to the Industry 2016 from Gamification World Congress. Voted top 3 Gamification Gurus 2013, 2014, 2015.
- Delivered workshops on the "Marczewski method" of gamification
- Published in the Ark Group's book Gamification: Engaging your Workforce
- Technical consultant for the Loyalty World Championships 2014
- Advisor on multiple BSc, MSc and PhD projects
- Judge for the 2013-2018 Serious Play Awards.
- Guest lecturer for Iversity MOOC course "Gamification Design" with over 19,000 enrolments

ETS plc

09/2007 - 05/2010

Senior developer/Mentor

- Working on key projects for multi-national clients requiring online based performance/employee feedback systems. Development of surveys, databases & report tools using ASP, ASP.net (VB.Net), HTML, XHTML, CSS & MS SQL 2000/2005. Liaising with key stakeholders both internally & externally to achieve project brief. Working to tight timescales to ensure prompt delivery of project in time for client "go-live" date
- Projects included; Banesto, Allied Irish, Thomas Cook, Virgin, Bupa, HMV

Brooklands College

06/2005 - 09/2007

Managed Learning Environment (MLE) Coordinator

- Implemented Blackboard VLE (Virtual Learning Environment) across the college (multiple campuses)
 - This included the initial scoping for the solution, set up of the environment, stakeholder meetings to guide teachers on content delivery, workshops with teachers, content creation and upload of content
- Produced archive & recovery solution for Blackboard and other tools to aid administration
- Developed National Learning Network (NLN) index. A first of its kind Search engine and database of 1800 learning objects.
- Developed of various web based applications/projects to improve internal working practices

Brooklands College

06 /2003 - 06/2005

Learning Technologist

- Design and build of web based learning materials for JAR66NOW as well as development of the college website. Adherence to W3C and WAI accessibility specifications and use of XHTML and CSS was essential
- Other jobs within Brooklands included; Editing and updating online courses Assisting with new network, set up of Audio/Video production for the internet, telephone support of products for both staff and external clients

Sightline, Godalming

11/2000 - 07/2002

Web Designer and Multimedia Technician

Full life cycle design and development of web and multimedia projects.

University Hospital Wales

10/1998 - 09/1999

Trainee Medical Laboratory Scientific Officer

Training in the general practice of laboratories, including data entry/retrieval and reporting, operation of automated analysers as well as manual analysis. Other responsibilities included liaising with staff and public via phone, fax, email and face to face

Personal Projects

Yet Another Review Site

12/2006 - Present

Editorial Director - Site Owner

Managed editors and contributors as well as relationships with PR and publishers in the video game industry. Started in late 2006 as a personal side project, run by volunteer editors and contributors.

AM Guitar

12/2019 - Present

Product Reviews

Born from Yet Another Review Site, AM Guitar is a side project focusing on reviewing guitar gear, demoing guitar related gear and offering my opinions on the industry via YouTube.

- Relationship management with music industry
- Video production
- Audio production

Education

University of Wales Institute Cardiff

1996 - 2000

BSc (Hons); degree, Biomedical Science

St. Georges College

1985 - 1996

2 'A' Levels, 10 GCSEs

Certifications

Level 2 Gamified Design - Engagement Alliance

2013

Level 1 Gamified Design - Engagement Alliance

2013

Coursera Gamification - University of Pennsylvania

2012

Selection of Publications

Even Ninja Monkeys Like to Play (Updated in 2018)

2018

<https://www.amazon.co.uk/Even-Ninja-Monkeys-Like-Play-ebook/dp/B07HQHBPBY>

ISBN hard copy: 1724017101

Self-published book on gamification, engagement and motivation.

- Ethics in Gamification** **2017**
 XRDS: Crossroads, The ACM Magazine for Students: Volume 24 Issue 1, Fall 2017
 Essay on the ethics of gamification
- The Gamification User Types Hexad Scale** **2016**
<https://www.researchgate.net/publication/308083575> The Gamification User Types Hexad Scale
 Research paper on my HEXAD User Types in collaboration with AIT and HCI Games Group.
- The HEXAD Gamification User Types Questionnaire: Background and Development Process** **2015**
<https://www.researchgate.net/publication/282676728> The HEXAD Gamification User Types Questionnaire Background and Development Process
 Research paper on my HEXAD User Types in collaboration with AIT and HCI Games Group.
- Gamification: Engaging you Workforce** **2014**
<http://www.wlrstore.com/ark/gamification-engaging-your-workforce.aspx>
 ISBN hard copy: 978-1-78358-107-8
 Articles and essays on gamification from leading experts in gamification, including myself, published by the Ark Group.
- Video games could save the world – are you ready for that** **2014**
 Capping UK Capping IT Off
- Gamification: A Simple Introduction** **2012**
<http://www.amazon.co.uk/Gamification-A-Simple-Introduction-ebook/dp/B007U44MDU/>
- Is Gamification in the Workplace just a Fad** **2012**
<http://www.gamifiedenterprise.com/is-gamification-for-the-workplace-just-a-fad>

Other Interests

Music, Guitar (play in a gigging band), JuJitsu (3rd Dan), Video Games (playing and developing), Writing, Poetry, Gamification, Social Media, spending time with friends and family.

References

Available on request.