



KEN KOONTZ

Game | Experience Designer

ABOUT ME

I could be called a generalist. But I've since realized I'm much closer to a specialist with range. Every discipline I work across is equipped towards one goal:
To make games that change how people feel.

I have 15+ years of game design, deployed in clinical trials and real-world interventions.

CONTACT

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- +31 6 44 63 06 28
- Dutch resident / US citizen

SKILLS



Interactive Media



Prototyping



Product Management



Project Management



2D Asset Creation



3D Asset Creation

WORK EXPERIENCE ///

o BRAVR Technologies BV

Co-Founder & Creative | 2025 - present

I set the interactive and visual direction for the VR experience and communications, making sure the look and feel and the gameplay align to help users stay focused and engaged during stress training.

o Game Architect Studio

Sr. Designer & Operations Manager | 2023 - present

Tasked with increasing the efficiency of internal & external game production and to nurture the growing company culture. Product Owner for ErasmusX project: *Ace Yourself App*

o GEMH Lab

Creative Director | 2022 - 2025

Co-designing an interdisciplinary project toolkit: *Bloombox*. Analyzing and synthesizing a near decade of GEMH Lab work into process tools to help innovators bridge the gap between science and design.

o Technische Universiteit Eindhoven

Student Mentor/Consultant - Dept. of Industrial Design | 2021 - 2023

Worked with design professionals and professors at the Games & Play Lab to create, implement and facilitate a curriculum that focused on societal change through digital and tangible solutions. Student project coach, guest lecturer, and workshop facilitator.

o Koontz Interactive

Owner | 2020 - 2025

Designing effective gamified solutions in a variety of genres, mediums, and contexts. Providing teaching support to technical education institutes and innovators with interdisciplinary projects. Awarded the NWO Take-Off Phase-1 Feasibility Study grant.

o Radboud Universiteit

Game Designer - Behavioural Science Institute | 2016 - 2021

Was hired to increase participant engagement in GEMH Lab research through gamification. Each game designed is able to show significant improvements in engagement. Furthermore, completed RCT trials indicate substantial and relevant outcomes from these studies.

o Arizona State University

Art Director - Dept. of Psychology | 2013 - 2016

Asked to improve the appeal and user engagement of the games under development at the Embodied Games Lab, including but not limited to the Alien Health game. Consequently, EGL won multiple innovation grant competitions and awards at local and national levels.

o Collins College

Adjunct Professor - Game Design | 2011 - 2014

Principles of Art & Design, Game Mechanics and Theory, Level Design, Narrative Design
Student project mentor, Game Jam Coach/Supervisor

EDUCATION ///

o Bachelor of Architecture

Florida A&M University | 2003 - 2004

Cum Laude

o BS in Architectural Studies

Florida A&M University | 1999 - 2003

National Achievement Scholarship Recipient

