

JOHN RITCHEY ROBINSON III

TECHNICAL DESIGNER

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PROFESSIONAL SUMMARY

I'm a technical designer who has been building and shipping games since 2019, from a two-person mobile release to an 18-person Unreal Engine production and seven EA SPORTS titles. I specialize in gameplay mechanics, multiplayer gameplay, and gameplay AI across PC, console, and mobile.

PROFESSIONAL EXPERIENCE

EA SPORTS

Technical Designer, Central Football Gameplay | Aug 2023 – Present | Orlando, FL

- Rebuilt quarterback AI behavior trees for pocket movement, pressure response, scrambling, throwaways, read progression, target selection, and situational awareness to make quarterback archetypes behave more distinctly.
- Built a system of 50+ composable behavioral Traits that designers can mix and match to create distinct, true-to-life player tendencies across the roster.
- When the NFL changed its kickoff rule mid-alpha, repurposed existing play-design tools to build a playable prototype, then designed the complete feature, including its AI behavior, strategy, and technical requirements.
- Led Coach Mode across gameplay, UI/UX, presentation, audio, Franchise, and Dynasty, including coach-perspective cameras, communication cutoffs, play-calling options, and multiplayer league support.
- Owned gameplay for College Football Mobile 27, working with three engineers and two UI/UX designers to adapt console gameplay through a new control scheme, XML, supporting C++, and mobile-specific tuning.
- Built multi-actor animation sequences through blending and tagging, then recreated 100+ real-world football plays with proprietary tools and workarounds for unsupported scenarios.

GET IN THE BOX STUDIOS

Project Lead & Technical Designer, Deckweaver: Descent Into Chaos | Unreal Engine 5 | Nov 2022 – Aug 2023

- Built C++ controller support with aim assist and dynamic sensitivity based on stick position.
- Designed combat systems, the final boss encounter, and enemy status-effect VFX on an 18-person team.
- Built the game's settings menu and loading screens.
- Cut design-team meeting time by 60%, returning roughly eight development hours per designer each week.

SELECTED SHIPPED TITLES

EA SPORTS: Madden NFL 25, Madden NFL 26, Madden NFL 27 | College Football 25, College Football 26, College Football 27 | College Football Mobile 27

Independent & Team Releases: Traffic Trouble (App Store, 2019) | Deckweaver: Descent Into Chaos (Steam, 2023)

TECHNICAL SKILLS

Programming & Scripting: C, C++, C#, Java, Python, ActionScript, Blueprints

Gameplay & Systems: Gameplay Mechanics, Multiplayer Gameplay, Gameplay AI, Behavior Trees, Rapid Prototyping, Systems Design, Gameplay Tuning

Engines & Tools: Frostbite, Unity, Unreal Engine, Perforce, Jira, Git, Adobe Photoshop, Adobe Premiere, FL Studio

EDUCATION

University of Central Florida — Florida Interactive Entertainment Academy (FIEA)

M.S. in Interactive Entertainment, Game Design

Georgia Institute of Technology

B.S. in Computer Science, Highest Honors