



## Fact Sheet

Date: 12/03/2020

### Developer:

Juicy Beetle Games,  
Based in Queensland, Australia

### Founding Date:

June 1, 2015

### Website:

<http://www.juicybeetlegames.com.au/>

### Press / Business Contact:

[Juicybeetlegames@gmail.com](mailto:Juicybeetlegames@gmail.com)

### Social:

[twitter.com/Juicy\\_Beetle](https://twitter.com/Juicy_Beetle)  
[www.instagram.com/juicy\\_beetle\\_games/](https://www.instagram.com/juicy_beetle_games/)  
[www.facebook.com/JuicyBeetleGames/](https://www.facebook.com/JuicyBeetleGames/)

### Released Products:

[Just Survive: Arena](#) (iOS, Android)

[Slidey Feet](#) (iOS, Android)

## Description

Juicy Beetle Games is an Australian game studio made up of one person, Lindsay Goodridge. Lindsay has a strong passion for games and game design. He decided to establish a small solo game studio to develop genuine games, for genuine people.

## History

Graduating from University in 2010, Lindsay decided to pursue his career further within the games industry, seeking out freelance positions, doing 3D modelling, and basic animations. After a few years, he ended up teaching game development to others through private RTO's, educating students in the fields of game design, 3D development, and Programming.

Around mid-2015, while still teaching full time, he decided to build his own business, making small mobile games, practising the development process specifically for mobile devices. He published his first mobile game in early 2017.

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## History (Continued)

From March 2017, he moved on from teaching, and began working within an app development company creating 2D character art, and environments. 6 months later, he decided to go back to teaching. Since 2017, He's been working at two teaching facilities, as well as building his business further. Currently, Lindsay has just finished developing his second mobile title, as well as keeping up with two teaching jobs.

## FAQ about the developer

**What made you get into the games industry in the first place?**

I actually never really thought about game development until after graduating University. When I was younger, I loved drawing. After going through school developing my art skills, I ended up studying Animation at Qantm College. After enrolling, I realised there was also the games side of things as well, which opened up my eyes to the real passion I had. Since then, I've been obsessed about game design, and game development.



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## FAQ about the developer

**Did you develop everything within each of your mobile games such as Art, Programming, Design, etc?**

Yes, I did everything myself, from scratch (minus the music tracks - I hate working with music and SFX, haha). Although, I did create a number of SFX for both games, SFX-bashing a number of other SFX together using as many royalty free sounds as possible. I'm sure some SFX artist would know some of the sounds they can hear, haha.

**This must've been pretty stressful for you working two jobs, AND developing mobile titles on the side, right?**

Yup. There were some points which I just needed to take a break from everything. Luckily enough, teaching comes with holidays, so I used my holidays as best as I could to catch up with development. But, generally, it was pretty stressful. This is when I really needed to hone in my time management strategies.



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### Was the mobile process different to any other game pipeline (i.e. PC, console)?

I haven't really released any games for PC or Console. However, I'm sure they don't have to deal with IAP, in game ads, or very unique publishing compatibility unlike what mobile needs. For anyone who is thinking of doing any mobile game development, here is some advice: be prepared for a long slug through painful specifications such as knowing different mobile screen resolutions, advertisement set up, and IAP systems, especially if you plan to develop for both iOS and Android (since both handle things very differently).

### What's next for Juicy Beetle Games?

I'm actually planning to create another game title, however, this time it will be on PC. I'm heavily delving into Unity at the moment. So, fingers crossed everything works out well. If the business grows further, then I would like to also focus on other mobile titles as well, but since it's just me, I can only do one thing at a time, and I'm really keen on trying out this idea I have for PC.