

GAME
QUALITY
AWARDS 2025

Submission Guidelines

THIS IS
YOUR TIME!

About the Awards

Timeline

Nominations
open

4 March

Submission
deadline

4 April

Shortlist
announced

25 April

Winners
announced
at Qualicon

21 – 22 May

QA is the backbone of the games industry, ensuring the experiences we create are polished, immersive, and truly exceptional. Yet, QA professionals often work behind the scenes, with their contributions going unrecognised.

The Game Quality Awards were created in 2024 by QA, for QA—celebrating the dedication, innovation, and expertise that drive game quality forward.

By submitting a nomination, you're helping to highlight the individuals and teams who go above and beyond to elevate our industry. Whether it's advocating for best practices, mentoring future talent, or pushing the boundaries of QA, this is your chance to recognise and reward excellence in our community.

Take a moment to nominate (more than one!) those who inspire, lead, and innovate—because great Quality deserves to be celebrated. You may also nominate yourself!

Empower – Advocate – Innovate

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NOMINATE](#)

Submission tips

Prefer to speak instead of type? No problem! You can submit an audio or video file instead via the nomination form.

Be Specific & Data-Driven – Highlight real impact! Use concrete examples, stats, or measurable outcomes to showcase the nominee's achievements.

Tell a Compelling Story – Facts matter, but storytelling makes an impact. Show how the nominee went above and beyond, overcame challenges, or influenced positive change in QA practices. Make the judges feel their contribution!

Showcase Innovation & Advocacy – QA is always evolving. Does your nominee champion new processes, tools, or approaches? Do they mentor others or advocate for quality across teams? Highlight how they've pushed the boundaries of QA excellence.

Keep It Clear & Concise – Judges review many entries, so make yours easy to digest. Avoid jargon/acronym overload, stick to key achievements, and focus on why this person or team truly stands out in the QA community.

Respect NDAs – you don't need to use project names, specific people, or software. Example – "Alex implemented a new system of triage that assisted us in helping players 2x faster!"

Bonus Tip: Make it personal! A strong nomination isn't just about accomplishments—it's about passion, leadership, and commitment to game quality.

Award categories

**Champion
of the Player**

**Elite Quality
Squad**

**Hero Class
Leader**

Innomaker

**Trailblazer
of Quality**

**Voice of
Games
Quality**

This year, we're supercharging our winners' success with personalized coaching and training! Each winner will choose a tailored growth opportunity, designed with their input to focus on the areas that matter most to them.

Empower – Advocate – Innovate

Champion of the Player

How are they advocating for the player?

Who?

This person not only advocates for the player but also brings the development team with them to become active advocates in the player experience. Whether it's through community engagement in the forums, connecting with the community and support teams, and/or hosting sessions with the team around them – this quality professional has a passion for championing our players.

How are they:

- working with the community to find out the player perspective?
- considering varied perspectives among the community and including that as a measure of quality?
- bringing the team along with them to understand the player?
- showing the player that they care?

What stories do the players or coworkers have to show the nominee's advocacy?

What was the impact or result of the nominee's actions?

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Elite Quality Squad

How are they advocating for each other, the player, the process, and/or the industry?

Who?

These folks are a first-class team composed of quality professionals seeking to improve the lives of those on the team around them. They have an infectious ability to boost the groups in proximity to them. They seek to strengthen those on the direct team as well as influence and advocate for those around them. They are not just open to new perspectives but actively seek them to improve their own operations.

How are they:

- practicing and innovating their quality practice as a team that makes them world-class?
- bringing each other along – not just in pushing for excellence but also bolstering and supporting each other in quality practice?
- seeking to improve their perspectives, representation, and technical practice of quality for the player?
- showing the player that they care?

What stories do the players or coworkers have to show the team's advocacy?
What was the impact or result of the nominee's actions?

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Hero Class Leader

How are they growing the next generation of quality professionals through excellent practice of both quality leadership and human leadership?

Who?

This person is both an excellent coach and mentor. They are capable of growing the process and people around them to continuously improve. This person inspires others around them to achieve their goals and push forward to new horizons and humans and quality professionals. This person isn't just a leader, they are a hero class leader – exercising courage, compassion, resilience, adaptability, and an outstanding perspective of quality.

How are they:

- guiding others into not just succeeding but exceeding in their skills and goals for the future?
- planning for and growing the next generation of quality professionals to be and do better?
- approaching quality leadership and human leadership and inspiring those around them?
- continuing to gain perspectives and tools to inspire themselves on their hero's journey?

What stories do the players or coworkers have to show the nominee's advocacy?

What was the impact or result of the nominees' actions?

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How are they making/creating tooling, code, processes, content that expands the boundaries of quality professionals?

Who?

This person doesn't just seek to think about improvement they strive to make. This person is improving the quality profession in games by creating tooling, code, processes, content or more to benefit their team and the player. This person influences others to become a maker and creator too.

How are they:

- creating something that improves the lives of their team or their players? Examples: code, processes, tooling, content
- improving how the game is made, published, serviced or sustained?
- approaching the quality profession and influencing others around them to make/forge/create?

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Trailblazer of Quality

How are they advocating for game quality in the Industry?

Who?

This person not only advocates for the quality profession within their team but also looks to electrify quality in the industry through the growth of HOW we understand and approach quality. They are actively seeking diverse perspectives as key parts of how we as a profession grow. They don't just want to keep the profession the same, they know through trailblazing, we become better.

How are they:

- seeking new perspectives and including those perspectives as the new standard for how we communicate quality?
- not just showing but also broadcasting what quality professionals do using technology, new perspectives, and exploration of how quality can be measured, communicated, and achieved?
- promoting innovation in the quality profession to newcomers and veterans to games?
- turning those folks into allies and advocates?

What stories do the players or coworkers have to show the nominee's advocacy?
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Voice of Games Quality

How are they advocating for other game quality folks?

Who?

This person seeks to improve the quality of the quality profession in games. They use their curiosity, compassion, network, and knowledge to advance quality as a career in games. They are improving the thought and practical processes of how we measure, communicate, and advocate for quality by being a voice for all quality professionals in games.

How are they:

- advocating for other game quality professionals and advancing the career of quality in games?
- seeking to expand the understanding of quality in games through amplifying diverse voices and processes?
- promoting the quality profession as a career to newcomers and veterans to games? How are they turning those folks into allies and advocates?

What stories do the players or coworkers have to show the nominee's advocacy?

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Our Judges



Esme Perez
Riot Games



Ionut Codreanu
Funcom



Josh Burton
Behaviour



Pierre Jouen
Ubisoft



Shelby Hall
Electronic Arts



GAME QUALITY AWARDS 2025

"I especially appreciate people that are deeply passionate about gaming, that also put their money where their mouth is. Those colleagues of ours that push beyond their roles to improve the quality of the game they're working on and to help their peers. Those that are not afraid to try new things out, even if that might mean a risk of failure. They still do it. They are the ones that push the trade forward."

Ionut Codreanu, Funcom



What our judges have to say about the awards...

"...we don't have a full view into all the incredible work happening day to day. We really rely on those working closely with their work peers to highlight for us all the amazing stories we don't get to see. Who did something amazing that impacted you, or the team? We won't hear it unless you nominate them, help celebrate them!" **Esme Perez, Riot**

"A GameQuality.org Award is more than just recognition—it's a way to celebrate the people who go above and beyond to ensure great player experiences. A standout nomination should go beyond general praise and highlight specific, impactful contributions.

Ultimately, a nomination should tell a story, showing why the nominee truly deserves to be recognized" **Josh Burton, Behaviour**

"It is an opportunity to reward peers and colleagues to a larger audience...I am passionate about the Game Quality discipline and I'm always up to help support experts to be recognized and praised."

Pierre Jouen, Ubisoft



Team Award

Gareth Harding, Media Molecule "Can't quite believe it! While we always get so much love from the rest of the team here it's always extra special when your efforts are recognised by your peers. We'd all like to say a massive thanks to everyone involved for this award." Read more [here.](#)

2024 winners

Rising Star award

Cameron Yates "Thank you! A part of me is still in shock that I've won it; it wasn't something I expected to happen, but it's certainly something I'm incredibly proud of and honored to receive!" Read more [here.](#)

DE&I Champion

Chloe Mills "It was such a lovely surprise! I think the last thing I won was a raffle, but to get something in recognition of work I've done really meant something and was very much appreciated." Read more [here.](#)

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Contact us at:
awards@gamequality.org



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