

Finl y “Fin” Cameron (Fin-lay) - Project Manager | Producer | Academic

Currently: Games Consultant | finley.digital

Finl y Cameron is a games industry consultant and academic. She works with developers and studios across funding strategy, production planning, mentorship, and career development.

Previously, Finl y was the Coordinator for Games and The SQ Hub at Screen Queensland, where she played a key role in supporting and delivering a range of strategic initiatives. Her work included overseeing Games Grants, the Digital Games Incentive, internship programs, and the Sunshine Coast edition of the Season of the Dev Games Festival. During her time at Screen Queensland, she worked across more than 50 game projects.

Finl y was also the Creator and Manager of Screen Queensland’s highly regarded Games Residency Program, which supported 48 emerging and established developers through tailored mentorship, networking, and career development opportunities.

Before her work in the public sector, Finl y was a Producer at Toast VR, the studio behind *Richie’s Plank Experience*, where she contributed to the development and launch of *MAX MUSTARD*.

Notable Achievements – *Max Mustard*:

- Ranked #1 on the Meta Quest Store
- Top-selling title on Meta
- Maintained a 5-star rating on Meta
- Awarded *Excellence in Mixed Reality* at the Australian Game Developer Awards

Academic:

University of the Sunshine Coast: Bachelor of Serious Games Design - Minor in Marketing & Interactive Narrative

University of the Sunshine Coast: Honours in Creative Industries (Game Design)

Publications:

Establishing a Conceptual Framework for the Creation of an Open Source Independent Video Games - Proceedings of The Experimental Game Design Conference 2021 · Oct 1, 2021

[Link](#)

Awards:

2025 Sunshine Coast Biosphere Community Creative Arts Nominee

2025 UniSC Outstanding Alumni Nominee