

## **PROFESSIONAL EXPERIENCE**

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**Mob Entertainment**, Los Angeles, CA / St. Louis, MO **July 2022 – Present**

Mobile Division Director / Game Director

*Survival horror developer making AAA debut*

- Originating artistic, narrative and game design vision / driving production lifecycles of subsequent products
- Primary design (systems, features, UX, etc.) documentation / rapid feature prototyping & engine integration (UE5)
- Managing port of existing PC products to console / mobile environments
- Evaluating analytics to optimize UX, design and monetization strategies across various target platforms
- Cultivating crosspollination between art, engineering, design, CM and ops teams to streamline throughput

**ReWorld**, Beijing / Seattle, WA **January 2021 – July 2022**

Creative Director, North America Operations

*Emergent game platform leveraging user-generated content to drive infinitely scalable gaming ecosystems*

- Drove design of gameplay, narrative and audio for Unity 3D integration
- Pioneered unique design / engineering workflows to accommodate complex, proprietary game engine and cross-platform functional nature of studio portfolio
- Managed end-to-end production to hold design, art and engineering accountable for hand-offs and deliverables
- Identified, interviewed and hired IC's to build out diverse, multidisciplinary team

**Betta Games**, Beijing / Los Angeles, CA **November 2018 – January 2021**

Creative Director / Game Director

*Top developer of mobile games, edutainment & photo apps*

- Directed art and design, establishing standardized workflows for pipelines of various products
- Pitched original game concepts for funding / staffed and managed “incubated” teams for approved concepts
- Oversaw top-down pipeline overhaul to optimize studio production guidelines
- Drove effort to ID bloat and redundancies to streamline throughput and rein in company spending

**Gamefam (formerly Playcorp)**, Culver City, CA **August 2017 – November 2018**

Lead Game Designer | Lead UX / UI Designer

*A leading metaverse game developer and publisher*

- Authored primary design materials to establish fundamental game features, systems, UX, etc.
- Rapid-prototyped and implemented game features to create compelling, engaging game experiences
- Coordinated global art, engineering and design teams to ensure cross-departmental synergy
- Established guidelines for art workflow and Unity 3D / Unreal Engine integration based on project specs

**Vueality**, Santa Monica, CA **July 2016 – May 2018**

Lead Game Designer | Lead UX / UI Designer

*Indie developer servicing clients without internal publishing arms*

- Core game design of various titles for game portfolios of clients such as Mattel, Nickelodeon and Crayola
- Authored primary documentation for feature-set, systems, economy and community design
- UX / UI and 2D / 3D assets and animation
- Designed and presented pitch decks to procure client bids
- Supervised internal production and managed external, 3rd party devs for larger scale projects

**Heavenspot**, Los Angeles, CA **March 2015 – December 2016**

Producer, UX / UI Designer

*Digital Creative agency responsible for a variety of media across various platforms*

- Primary design / production for various mobile games and various ad-based client projects
- Generated 2d / 3d production assets
- Overhauled existing pipeline to establish standardized workflows
- Created sales presentations and pitched clients

**Martini Time Productions**, Los Angeles, CA **January 2013 – January 2016**

Founder | CEO

*Multiplayer Games (iOS)*

- Founded an independent production company to develop *multiplayer games* for iOS

- Designed and iterated UX, mechanics and assets
- Generated / integrated game assets using various digital media and Unity 3D
- Supervised UX / playtest research
- Seed investment offers from Activision and WayForward

**IGT (International Game Technology)**, Los Angeles, CA / Las Vegas, NV

**January 2013 – January 2014**

*Multinational gambling company specializing in gaming technologies*

Game Director

- Led game development for *IGT prototype device*
- Authored GDD - features, systems, narrative, UX and art direction
- Created interactive 2d / 3d assets, user interface and game components
- Interviewed, hired and managed development team

**USC | UCSD**, Los Angeles, CA / San Diego, CA

**August 2011 – May 2016**

Game Design Professor / Teaching Assistant

- Professorship at UCSD over summers and various TA positions at USC during the school year
- Instructed courses in the Adobe Creative Suite, Autodesk 3d software, Unity, Unreal and UX / UI Design
- Designed project-based course plans and lectures to familiarize students with industry tools / workflows
- Organized presentations and showcases, coordinated faculty strategies, graded student work, etc.

**THQ**, Thousand Oaks, CA

**January 2007 – August 2009**

QA Tester

- Usability / bug testing, copy-proofing / localization
- Play-tested, catalogued and generated design-oriented fixes for game bugs and exploits

## EDUCATION

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**USC**, Los Angeles, CA

**May 2016**

*B.A. Game Design / Art for Games / Film Production (Cum Laude)*

- “Full ride” scholarship based on game design portfolio and functional game demos
- School of Cinematic Arts - President
- TA for classes including UI Design, Narrative Design for Games, Experimental Games and more
- Member of several honor societies, Dean’s List, etc.

**Moorpark College**, Moorpark, CA

**May 2011**

*A.A. Psychology / Art & Animation for Games*

- Multimedia Club - President
- Game Design Club - Founder / President
- Honors society, Dean’s List, etc.