

## GAME DESIGNER

**Extremely Creative Game Designer** leveraging skills in all aspects of game development and game design within the games industry. Comprehensive background in video game design for Social, Mobile, and Web-based products. Excellent leadership talents related to team initiatives. Selected achievements include the following:

- Created and oversaw all aspects of gameplay and daily content for United States Olympic Team's multi-platform social/mobile game, Team USA's Pinsanity.
- Initiated and implemented several new features during tenure at Disney Interactive Worlds including Pixie Hollow's new Fairy Gardens, which attracted new players to the MMO while encouraging players to return on a daily basis and grow the game's overall monetization.
- Level Designer & Internal Producer for Scurvy the Seaweed Slinger, which was on display at the Smithsonian Museum of Science between February and July 2012.
- Eagle Scout: Boy Scouts of America

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## CAREER OVERVIEW

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### Senior Game Designer/Producer ■ BRANDISSIMO!

2013 – PRESENT

- Design all aspects of Team USA's Pinsanity, on behalf of the U.S. Olympic Team, for Facebook, iOS and Android.
- Propose each feature to senior management and clients for approval both as high-level presentations and detailed, visually-oriented design documents.
- Oversee implementation of designs by development team, ensuring that the final products adhere to over-all creative vision and goals of the US Olympic Committee.
- Prioritize development of features for incremental release in conjunction with Olympic Games calendar.
- Troubleshoot development issues including redesigning features in response to newly discovered limitations.
- Singularly responsible for integration of assets and management of daily content releases using proprietary tools.
- Coordinate weekly sweepstakes for tangible Team USA prizes.
- Review analytic data in order to improve player engagement and devise new features.
- Maintain best practices for future development schedules.
- Organize brainstorming sessions to develop game features and content.
- Work with Development team to produce proprietary tools for content and asset management.

### Associate Game Designer ■ DISNEY INTERACTIVE WORLDS

2011 – 2013

Game Designer for an unannounced web-based Virtual World with iOS Access.

- Designed fashion oriented games including competitive, cooperative, and social experiences with single and multi-player modes.
- Created clothing inventory system with fashion-based social meta-game inspired by Likes.
- Designed avatar customization experiences, which encompassed hair, make-up, and clothing systems.

Associate Game Designer for Pixie Hollow web-based Virtual World.

- Designed, implemented, and managed new Fairy Gardens, a multi-day tending feature, which drove revenue growth, increased retention, and raised average daily sign-ins per user using a combination of data-driven metrics and player feedback.
- Developed a plan for the release of new content for the system, which maximized the remaining bandwidth of the art team while requiring no further attention from the development staff.
- Proposed new features and oversaw development processes.
- Maintained accountability for conceptualizing and integrating seasonal content, which included quests, badges, and shop collections that aligned with community needs and themed events.

**Game Designer ■ LARGE ANIMAL**

2011

- Handled game design responsibilities for Camelot: The Game for Facebook, which was based on the Starz TV show.
- Led efforts to redesign the existing tutorial, which resulted in a 40% increase in player completion.
- Rebalanced all game economies and purchasable items while boosting income by 300%.
- Designed new baking, tending, and gifting mechanics to add core gameplay functionality.
- Conceptualized and designed new combat system for future implementation.

**Associate Game Designer ■ ARKADIUM**

2010

Responsible for daily design needs for Gossip Girl: Social Climbing for Facebook.

- Chiefly responsible for all game content and day-to-day design needs.
- Acted as Brand Champion responsible for ensuring all design decisions aligned with intellectual property.
- Maintained accountability for all game content and daily design needs.
- Established, balanced, and maintained game economy, equipment, and missions.

Executed game design initiatives for Writer's Blox for Facebook, which included designing a full year of daily puzzle content for basic and premium game modes.

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**EDUCATION & CREDENTIALS**

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**Master of Science in Video Game Design, Minor in Video Game Production (2010)**

Full Sail University

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GPA: 3.92

GPS: 147

**Bachelor of Science in Communications, Minor in Advertising & Public Relations (2001)**

St. John's University

GPA: 3.8

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**INDEPENDENT PROJECTS**

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*Nowak Gaymer Survey, International Study of Sexual Orientation & Video Game Play Preferences (Currently seeking publication)* Founder, Author & Lead Researcher (2009 – Present)

- Collect and analyze vital data to create a profile of the homosexual gaming market.

*Video Game Round Table, Weekly Games Industry Podcast, GameStooge.com* Contributor, Panelist & Gameplay Analyst (2010 – Present)

- Report on industry trends while providing entertaining and insightful points of view.

*Scurvy the Seaweed Slinger, Master of Science in Video Game Design Final Project (2009 – 2010)* On display at the Smithsonian Museum of Science (February to July 2012)

- Served as the Level Designer and Internal Producer responsible for designing and documenting the first playable level, which educated the player on crucial game interactions.
- Coordinated and led an eleven person team to complete a fully playable, five level game

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**AFFILIATIONS**

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International Game Developers Association (IGDA)