Raymond Long

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Concepts ♦ Design ♦ Mechanics ♦ Writing ♦ Production

- Expert on the three pillars of successful mobile and social design: virality, retention, and monetization, with over 20 titles launched on mobile and social platforms and over 140 titles reviewed and improved.
- Seasoned platform developer creating for projects such as a social media platform for children with 3D Unity components and Game Cards, a re-engagement platform for Android games.
- Experience in the mobile arena, especially casino and casual games, from producing original properties, improving license properties and in-depth analysis of game mechanics and content.
- Extensive marketing experience and user acquisition planning for Tapjoy, Game Show Network, PlayFirst and Hive7/Playdom.
- Recently finished consulting on several projects including the recently released <u>Dino Crossing: The Good Dinosaur</u> (Disney/Pixar), Clash of Gods and several OIP projects in the casual and casino space.
- I'm happy to function as a producer, game designer, analyst and business development resource.
- Currently the Head of Product at Ruby Play Network guiding the design and production of in-house and work for hire projects.

Specialties:

- Production skills such as Photoshop, Illustrator and drawing proficiency make me an efficient designer; I don't require art resources to provide detailed mechanical specs to my teams.
- I also have experience directly implementing game content with Lua and XML tools.
- I have extensive experience leading teams locally and remote from concept to shipped product.



Nov '19- Present Ruby Play Network HEAD OF STUDIO (Multimedia Specialist)

I have designed several projects for the mobile web and mobile as the Head of Games for Ruby Play Network.

Key Achievements

- Developed relationships and products with partners in the Wild Ruby Program.
- Launched charchingo.com with partners.
- Analyze game economies and mechanics to maximize gameplay effectiveness.

Oct '17-Nov 2019 Cerebral Fix

HEAD OF STUDIO (Transmedia Specialist)

I have designed several projects for the mobile web and mobile as the Head of Studio for Cerebral Fix.

Key Achievements

- Developed PuriPets, a crypto-currency driven game on the NEM network.
- Designed and developed a game for the GameCo platform.
- Recruit and manage the relationships with several game developers and outside vendors.
- Analyze game economies and mechanics to maximize gameplay effectiveness.

Jul '16- Oct 2017 Game Cards (Mobile Posse) DIRECTOR, GAMES ANALYSIS

I have designed the features and architecture for the <u>Game Cards platform</u> in addition to executing business development tasks such as acquiring new partners and handling these relationships.

Key Achievements

- Design architecture and flow logic for the Game Cards platform.
- Function as producer on executing features, QA and development.
- Recruit and manage the relationships with several game developers.
- Created a beta program for testing and feature refinement.
- Analyze game economies and mechanics to maximize Game Cards integrations.

Jul '11- July 2016 GeekGamerGuy Mobile LLC GAME DESIGN/UA CONSULTANT (Ongoing)

I have designed several published mobile projects and have more in progress with multiple developers.

Key Achievements

- Design consultant on <u>Dino Crossing</u>: The Good Dinosaur from Disney/Pixar
- Designed and consulted on Dragon Reign, Primal Defenders and Primal Rivals with Cerebral Fix.
- Design on Match N Money and other real money gambling games with Lootwinner.
- Design and consultation on <u>Clash of Gods</u> with Concept Art House.
- Consulted on projects with Blockstory, Junglee and more.



Jan '13– Jun '14 Tapjoy DIRECTOR OF GAME ANALYSIS

Tapjoy provides alternative revenue streams for mobile apps on multiple platforms though the industry leading ad unit network.

I'm my role as Director of Game Analysis I optimized apps to improve native conversion and monetization as well as maximize the potential of Tapjoy revenue streams within them. I've analyzed and improved apps of all types including casino, action, fps and more.

Key Achievements

- Analyzed over 100 apps to increase monetization, retention and reduce friction for the use of Tapjoy services including:
 - Marvel Alliance
 - o Game of War
 - Injustice
 - o Batman Arkham Asylum and more.
- Created app analysis best practices for products such as the nGEN platform.
- Delivered industry talks such as <u>this one on mobile game design best practices</u> at Casual Connect Singapore.
- Contributed several game related content pieces for the Tapjoy blog such as this one on monetization.

PROFESSIONAL EXPERIENCE

Sep '11 – Jan '13 Game Show Network (Mesmo Games), San Francisco, CA GAME DESIGNER

I'm the game designer at Game Show Network's Facebook app called Games by GSN which is a leading Facebook portal for casino, casual and social games.

Key Achievements

- Improve all metrics (monetization, virality and engagement) across the board on Fishdom Social, Video Bingo, Undersea Treasure Slots and more.
 - o Improved Fishdom Social Monetization by over 800%
- Improve the user experience and mechanics for prominent GSN Mobile games and casino that includes license properties like:
 - Wheel of Fortune (updated UX and payout)
 - o Lingo (updated UX and UI)
- Create multiple pitches, prototypes and original content including an update of Wheel of Fortune Social and original games like Candy Kingdom Slots.
- I provide mechanics designs, writing, flowcharts, logic charts and more to my teams and also produce titles with external developers across the globe.

Jul '10 – Sep '11 WishB, San Francisco, CA SR. GAME DESIGNER & ASSOCIATE PRODUCT MANAGER

I manage the overall product execution and design of the GlobWorld product. I maintained the product identity while appealing to the primary child market.

Key Achievements

 Product designer/manager on GlobWorld.com including planning and writing of all feature specifications.



- I was the sole game designer for the site as well. I designed games for execution in Flash as well as 3D Unity.
- I provided product support including the direction of the product and lead teams on the execution of features.

Oct '09 – Jul '10 PlayFirst Games, San Francisco, CA GAME DESIGNER

Created concepts, mechanics and wrote specs and content for games for Facebook and the download space. In the social space I focused on designing games that leverage existing IP while implementing design goals set by the executive staff.

Key Achievements

- Primary designer on PlayFirst's first Social Media Game called Wedding Dash Bash. Leveraged the Wedding Dash property and main character Quinn while implementing the executive design direction.
- Main designer on the successful and critically acclaimed Chocolatier: Sweet Society.
- Primary designer on Pixy; a photo sandbox app designed to appeal to an older Facebook demographic.

May '08 – Oct '09 Playdom/Hive7, San Francisco, CA LEAD GAME DESIGNER

Created concepts, mechanics and wrote specs and content for games for Facebook. Lead teams as production support in addition to writing and designing responsibilities.

Key Achievements

- Primary designer on Knighthood, top 25 Facebook title with peak usage over 5 million MAU.
- Designed world, mechanics and content for Youtopia; the first city simulator for Facebook.
- Acted as producer support in addition to game design lead on Zombie Chomp, Zen Garden, Kick Off and Knighthood: Chivalry.

PROFESSIONAL SKILLS

- Proficient with the entire Adobe Suite including Photoshop, Illustrator and InDesign.
- I routinely use production management software such as Jira, Basecamp, Trello and ZenDesk.
- High level of expertise in the Microsoft Office Suite including Excel, Word and PowerPoint.

PROFESSIONAL AFFILIATIONS AND DEVELOPMENT

International Game Developers Association (IGDA)



TITLES

Dino CrossingVideo BingoSyndicate: VendettaClash of GodsOutlaw Video PokerYoutopiaMatch N MoneyCandy Kingdom SlotsZombie ChompPopaloonBouncing BallsZen GardenGSN Mobile CasinoKiss Quest MobileWealth of Nations

Wheel of Fortune Super Ugly's Wallpaper Factory Herocard: Champion of New Olympia
Dragon Reign Mobile: Treasure Quest HeroCard: Champion of New Olympia:

Primal Rivals
Primal Defender

Diner Dash Green

Color Dash Green

Video Bingo Chocolatier Sweet Society
Outlaw Poker Wedding Dash Bash

Outlaw Poker Wedding Da
GSN Mobile Pixie

Lingo Knighthood Herocard: Orc Wars: Sorceress Wheel of Fortune Knighthood: Chivalry Myriad Casino Games: Ruby Sweeps,

Fishdom Social Syndicate Charchingo.com, etc.

REFERENCES

•	Tash Dellaca	EPIC Westport, Co-Founder	510.502.7383
•	Rob Carroll	Founder, ROC Applications	415.652.5384
•	Greg Wester	Head of Marketing, Ignition	347.725.4633

HeroCard: Champion of New Olympia:

Ferrion

Herocard: Orc Wars

Herocard: Orc Wars: Ranger

