

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

I have designed the features and architecture for the [Game Cards platform](#) 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.
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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 [Dino Crossing: 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 [Clash of Gods](#) with Concept Art House.
 - Consulted on projects with Blockstory, Jungle and more.
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Jan '13– Jun '14 Tapjoy
DIRECTOR OF GAME ANALYSIS

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

In 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
 - Game of War
 - Injustice
 - Batman Arkham Asylum and more.
 - Created app analysis best practices for products such as the nGEN platform.
 - Delivered industry talks such as [this one on mobile game design best practices](#) at Casual Connect Singapore.
 - Contributed several game related content pieces for the Tapjoy blog such as [this one on monetization](#).
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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.
 - 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)
 - 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.
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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.



TITLES

Dino Crossing	Video Bingo	Syndicate: Vendetta
Clash of Gods	Outlaw Video Poker	Youtopia
Match N Money	Candy Kingdom Slots	Zombie Chomp
Popaloon	Bouncing Balls	Zen Garden
GSN Mobile Casino	Kiss Quest Mobile	Wealth 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	GlobWorld	Talon
Primal Defender	Diner Dash Green	HeroCard: Champion of New Olympia:
Video Bingo	Chocolatier Sweet Society	Ferrion
Outlaw Poker	Wedding Dash Bash	Herocard: Orc Wars
GSN Mobile	Pixie	Herocard: Orc Wars: Ranger
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

