

Dynamic game and app designer with over 20 years of experience in digital entertainment, specializing in production and strategic development. Currently serving as an Executive Producer at the Ruby Play Network and EPIC Westport, I bring a proven track record of delivering high-quality gaming experiences and maximizing project potential.

Adept at leading teams and collaborating with stakeholders, I thrive in fast-paced environments where I can leverage my expertise in design, optimization, and marketing to create engaging digital products.

### Career highlights for the past few years include:

- In the past I've worked for and in conjunction with heavy hitters like **Disney/Pixar, Sony/Game Show Network, Play First, Hive7/Playdom** etc.
- One of my most rewarding game dev experiences was working for **TapJoy** where I **analyzed and optimized over 200 games and apps** for monetization, engagement and retention.
- Spearheaded the design and production of multiple successful games on the [RubySweeps.com](http://RubySweeps.com) while contributing to the development of [PeakPlay.com](http://PeakPlay.com), a cutting edge, sweeps gaming platform.
- Developing the [Westland Heritage App](#), Legendary Coasters 2025 contest and Talking Wall utilizing ai and code free app production in the process.
- Initial design and **AI** work for the Greymouth Crane **VR project** which was recently featured on a Seven Sharp broadcast.
- Coordinating and producing several local events to give back to my community; everything from MCing charity concerts, teaching several classes on design and even more.

### Before my time as a game developer I was steeped in marketing and events coordination:

- Marketing Production Specialist (Design2Market) Crafting ad campaigns and events for clients as small as local winery launches to full event and marketing materials for IDEC, the #1 assembly line controller manufacturer
- Marketing Production Coordinator (F.T.P.) Designing and drafting ads for a series of technical magazines as well as creating events and convention presences across the US and the world.

I leverage my years of experience with creative software like Photoshop, Premiere and After effects to create engaging content to promote products without adding stress to existing content teams.

In addition to my art and design skill set, I attended San Jose State University where I studied Digital Design. I also have experience with non-coding app development via the Glide app suite.

In short, I can design, develop and produce games and apps with minimal support. Give me a dev and a budget and stand back. I'll deliver every time.



Oct '17– Present | Ruby Play/EPIC Westport | **EXECUTIVE PRODUCER/EPIC ASSISTANT**

I was brought to the West Coast of New Zealand from America to help design and produce games, apps and events for Ruby Play Network and EPIC Westport.

**Key Achievements**

- ◇ Developed several games and experiences for the Ruby Sweeps sweeps platform.
- ◇ Provided support for the development of the PeakPlay.com sweeps platform.
- ◇ Design and development of Westland Heritage app using Glide and ai.
- ◇ Initial design and production for Greymouth VR Cranes using Figma, ai etc.

Jul '16– Jul '17 | Game Cards (Mobile Posse) | **DIRECTOR, GAMES ANALYSIS**

I 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. I created event experiences for potential clients such as custom cards and programs.

**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.

Jul '11– Jul '16 | GeekGamerGuy Mobile LLC | **GAME DESIGN/UA/EVENT CONSULTANT**

I have designed several published mobile projects and have more in progress with multiple developers in addition to crafting social media messaging and managing events.

**Key Achievements**

- ◇ Design consultant on Dino Crossing: The Good Dinosaur from Disney/Pixar.
- ◇ Designed and consulted on Dragon Reign, Primal Defenders and Primal Rivals.
- ◇ Design on Match N Money and other real money gambling games with Lootwinner.
- ◇ Design and consultation on Clash of Gods with Concept Art House.

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. Delivered talks on design around the world. 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 leading talks such as the "This, Not That" featured talk at CC Singapore.

**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.
- ◇ Experience with CRM products like HubSpot, Extreme Push etc.

Jul '10– Jul '11 | WishB | **SR. GAME DESIGNER & ASSOCIATE PRODUCT MANAGER**

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

**Key Achievements:**

- ◇ Primary designer on GlobWorld including planning and writing of all feature specifications.
- ◇ I am the game designer for the site as well. I design games for execution in Flash as well as 3D Unity.
- ◇ I provide product support including leading the direction of the product and leading teams on the execution of features

Oct '09– Jul '10 | PlayFirst Games | **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 Wedding Dash Bash.
- ◇ Designer of 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 | **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, one of the most successful games on Facebook with over 5 million MAU.
- ◇ Designed world, mechanics and content for Youtopia; an early city sim for Facebook.
- ◇ Acted as producer support in addition to game design lead on Zombie Chomp, Zen Garden, Kick Off and Knighthood: Chivalry

Feb '04– Jan '08 | TableStar Games | **GAME DESIGNER**

Designed board and card games for the euro game market. managed international vendor and sales relationships.

**Key Achievements:**

- ◇ Six of my projects have been brought to market successfully and can be found in hobby stores across the world.
- ◇ I worked on the production of over a dozen games and expansions from concept art through final files for print production.
- ◇ Managed the business and sales relationships including contract negotiations, promotions and marketing.

**QUICK LINKS** - If you're viewing this with an enabled pdf viewer you can click the links below directly to view highlight reels of my past work without copying the links!

- ◇ **Career Supercut** | [www.geekgamerguy.com/portfolio/supercut](http://www.geekgamerguy.com/portfolio/supercut)  
(combining all the links below)
- ◇ **Pre Ruby Play Highlights** | <https://www.geekgamerguy.com/portfolio/prerubyplayhighlights>
- ◇ **EPIC Center Highlights** | <https://www.geekgamerguy.com/epiccenter>
- ◇ **Ruby Play Highlight** | <https://www.geekgamerguy.com/rubyplay>