

***Passionate and versatile game design and production leader with
18 years of diverse experience, seeking an exciting game leadership or senior IC role.***

- Leadership experience in both game design and production on major mobile games including Star Wars: Galaxy of Heroes, Heroes of Dragon Age, and Bricks N Balls.
- Strategic and pragmatic style honed via cross-functional experience in design, production, & engineering.
- In-depth process, workflow, and tooling experience alongside long-term roadmap and feature planning.
- Lifelong gamer across genres and platforms with a deep understanding of player motivations.
- Eclectic experience: Filmmaker, music producer, writer, podcast host.

Experience

Lead Game Designer, PeopleFun - **Bricks N Balls** (iOS/Android) - November 2023 - July 2024

- Led a major initiative to modernize the game in a new engine (currently unreleased). Redesigned core gameplay, metagame experiences, and UX flows; Informed by market research, data, and user surveys.
- Significantly improved D7 retention, conversion, and ARPU via split-tests on 270 levels.

Senior Game Designer, Wildseed Games - **Oberak** (PC/mobile, canceled) - February 2023 - June 2023

- Senior designer on a team of 20. Led systems, level, and combat design while advising and providing guidance on narrative design, writing, and production. Honed the game vision with the Creative Director to prepare for a vertical slice to present to investors.

Game Director, Jago Studios - **The Garbage Pail Kids Game** (mobile) - June 2019 - July 2022

- Game Director for a globally distributed team of 15+ developers, QA, PM, artists, etc.
- Set the quality bar for all aspects of the game and collaborated with the game's lead producer to balance new feature development with improvements and bug fixes for existing features.
- Increased revenue by 10x via team effort to add new characters to the game as a primary revenue source.
- Interviewed, hired, trained, and mentored game designers.
- Significantly increased elder player engagement by introducing new social features and a daily challenge.
- Wrote briefs and approved all art, animation, and sound assets for new characters.

Game Director, Jago Studios - **Other Unannounced Projects**

- Co-developed a pitch, wrote demo content, and secured a license to a popular streaming show.
- Developed a pitch for an original IP alongside a prominent Hollywood production company.

Producer, Jago Studios - **The Garbage Pail Kids Game** (mobile) June 2018 - June 2019

- Assumed ownership of the product roadmap and streamlined production processes.
- Led analytics and data analysis, doubling FTUE completion rate from 25% to 50%.

Lead Game Designer (Contract), Color Switch Phoenix - **Color Switch** (mobile) - January 2018 - March 2018

- Led design of a Unity rebuild of the original game. Designed new game modes and created 150+ levels.

Founder/Creator - **Hihat** (mobile) - July 2016 - July 2017

- Solo developer of Hihat, an app for live music fans.

Live Services Producer, Electronic Arts - **Heroes of Dragon Age, Star Wars: Galaxy of Heroes** (mobile) - February 2014 - June 2016

- Founded and led Heroes of Dragon Age's eight-member live service team.
- On Galaxy of Heroes, owned the live service roadmap using JIRA and Confluence and managed a multifunctional team; It became EA's most successful mobile game ever.
- Led daily "War Room" meetings to triage issues and disseminate information to key stakeholders.

- Led updates to processes for localization, P4 branching, and QA to accommodate live service operation.
- Led coordination of holiday events, film tie-ins, and platform-specific promotional events between the studio, EA's marketing, publishing, and platform teams, and LucasFilm.

Game Designer, Electronic Arts - November 2011 - February 2014

Heroes of Dragon Age (mobile), **Dungeon Keeper Social** (Facebook, cancelled & unannounced)

- Prototyped and designed combat for Heroes of Dragon Age, including 400+ collectible characters.
- Led design for Dungeon Keeper Social's real-time RTS/Tower Defense hybrid combat.

Lead SE / Producer / Game Designer - KlickNation (**Acquired by EA**) – March 2009 - November 2011

Superhero City, Happy Zoo, Age of Champions (Facebook)

- Joined as employee #6 and acted as producer, systems designer, and lead software engineer on the company's flagship title, Superhero City, taking on the first non-founder leadership role at the company.
- Tripled daily revenue by leading development of Leagues, League Wars, and Tournaments social features.

Independent Game Developer / Designer / Consultant - Ongoing

- **Make Games, Drink Coffee** - Host / creator / editor - A podcast featuring interviews with game developers.
- **Starbeard** (iOS) - 3rd Place: *The Very Big Indie Pitch*. Featured: *Made With Unity Showcase*.
- **Troll Farm** (mobile, web) - Narrative political satire idle game, 10k plays on itch.io.
- **Moustachevania** (PC, web) - Platforming-focused Metroidvania, Showcased at MagWEST 2019.

Details about additional projects at <http://www.aaronnemoyten.com>

Education: B.A. Film, San Francisco State University