Aaron Nemoyten

M +1 (415) 336-0814
aaron@nemo10.net
aaronnemoyten.com

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 multi-team initiative to modernize Bricks N Balls in a new engine. Reverse-engineered previously undocumented core systems and gameplay, redesigned metagame systems and UX flows. Informed by market research, data, and user surveys.
- Significantly improved D7 retention, conversion, and ARPU via split-tests on 270 levels.

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

- Led systems, level, and combat design while advising and providing guidance on narrative design, writing, and production on a fully-remote team of 20.
- Blocked out levels and implemented systems using Blueprints in Unreal 5.2
- Performed market research and wrote briefs on comps in the third-person action/RPG genre.

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.
- Led the team's live service strategy, increasing revenue by 10x with regular content updates.
- 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.
- Collaborated with the team's writer and social media manager to coordinate marketing beats for each game update, ensuring the game and its marketing spoke in a unified brand voice.

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.
- Created a proof-of-concept demo for a third-person action/RPG in Unity.

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

- Owned the product roadmap from beta through worldwide launch. Streamlined production processes by unifying the backlog into a single JIRA instance and formalizing design documentation, acceptance criteria, and bug-reporting across multiple globally distributed teams.
- Doubled FTUE completion rate from 25% to 50% via funnel visualization, custom Python scripts, and qualitative analysis.

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. Maintained a twice-monthly update cadence with new levels and new game modes in alternating releases.

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

- Solo developer of Hihat, including market research, in-person promotion at local concerts, video blogging, and all app design and development. Hihat gamifies community participation for local music fans.

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

- Founding Live Services Producer 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 review data, triage issues, and disseminate information to key stakeholders.
- Established processes for localization, Perforce 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's Star Wars licensing team.
- Founded and led Heroes of Dragon Age's live service team. Established live ops workflows, release calendars, content templates, and design guidelines, maintaining consistent revenue with a small team.

Game Designer, Electronic Arts - November 2011 - February 2014

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

- Led design of combat in Heroes of Dragon Age based on mobile auto-battler best practices combined with the Dragon Age series' strategic depth.
- Facilitated a studio-wide playtest of a paper prototype, then moved to a Unity prototype to validate assumptions. Developed a combat automation system to validate balance.
- Designed and balanced 400+ collectible characters using Excel and C# scripting.
- 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.
- Formalized production processes, leading to more predictable live service operation.
- Designed and programmed data-driven systems for equipment and missions, systemically multiplying available content and leading to increased engagement and revenue.
- 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