

Philip N. Riley
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OBJECTIVE

Enhance my diverse Production experience with new opportunities.

EDUCATION

SOUTHERN METHODIST UNIVERSITY, Dallas, TX

THE GUILDHALL AT SMU

Professional Graduate Certificate – Interactive Technology, May 2012

TEXAS A&M UNIVERSITY, College Station, TX

Bachelor of Science, Applied Mathematics, May 2006

SKILLS

Producer: Team building, running Scrums, building & tracking to roadmaps, backlog management, optimization/process streamlining, facilitating communication

Level Designer:

Editors: Highly skilled with Unreal Editor, Gamebryo

Experience with Hammer/Source SDK, Torque X 2D, Unity

Tools: Adobe Photoshop, 3D Studio Max, JIRA, Wiki, SVN,

Languages: C#, LUA, DOS Batch, UnrealScript, Papyrus

GAME & PLATFORM EXPERIENCE

Zynga, Inc., June 2012 – Present

Producer, Publishing and User Acquisition - PAC (October 2013 – Present)

- Coordinate multiple internal and external teams to identify, optimize and deliver high performance creative across several channels
- Launch, track, analyze, iterate and optimize creative and marketing efforts. Increase/maintain high CTR, CVR, and Yield across tier 1 titles with aggressive optimization and refreshes.
- Work with game teams to maintain balance of brand guidelines with performance
- Reduced operating costs by \$1M/year

Producer, Mobile Social Channels – MSC (June 2013 – September 2013)

- Fast-tracked existing ZDC team into new project. Transitioned ZDC to alternative studio ahead of schedule.
- Streamlined existing roadmap, converged multiple codebase forks into one version
- Triaged and reduced open backlog items by 90%.
- Scrum master, managed JIRA database, prioritized roadmap, emailed daily updates

Producer, Zynga.com - ZDC (February 2013 – May 2013)

- Guided team on multi-month project removing Facebook Connect dependency
- Scrum master, managed JIRA database, prioritized roadmap, emailed daily updates
- Coordinated with internal and external teams for new title launches, tech integration, and SEO needs

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- Re-launched site ahead of schedule with eight 1P titles and streamlined UX

Assistant Producer, Zynga.com - ZDC (June 2012 – January 2013)

- Sole producer on team of 50+ engineers, designers, PMs and QA, supporting Zynga.com, online game portal with ~1M DAU.
- Ran scrums, managed JIRA database, coordinated roadmap, emailed daily updates
- Took over site with six active titles. Helped launch sixteen more titles with internal and external teams (1P & 3P)

The Guildhall at SMU, August 2010 - May 2012

Associate Producer on *BRIG* (July 2011 – December 2011)

- Led a team of thirteen through a six month production cycle on a new UDK title
- Team generated new assets, animsets, textures/materials, levels, game mechanics
- Built custom particle effects, decals, and prefabs for Level Design use.
- Led all meetings, presentations, and documentation duties
- Created and maintained Game Design Document from pre-Alpha through RTM.
- Scrum master, maintained backlog, tracked progress against milestones

Lead Level Designer on *Io* (March 2011 – May 2011)

- Worked on a team of eight during eight week production cycle
- Created and maintained the Level Design Document for a three-stage boss fight in unique first-person tower defense game.
- Created scripted prefab boss structures, and Kismet-controlled creep deployment
- Modelled & textured custom explosive projectile rounds

Associate Producer on *Korium* (October 2010 – December 2010)

- Led a team of six through the creation of a Torque 2D game over eight weeks
- Led all meetings, presentations, and documentation duties during development
- Scrum master, maintained backlog, tracked progress against milestones

Level Designer/Scripter on several individual projects (October 2010 – May 2012)

- *Bedlam* (Gears of War) –scripting creates random level layout
 - Partitioned level assembled in random order
 - Preserves checkpointing, allows full bi-directional travel
- *Containment* (Half Life 2) – *X-COM*: Chrysalid mechanic spreads zombies
 - Scripted unit prefabs creates an AI ecosystem
 - Fast zombies infect Combine troops, becoming Zombines.
 - Zombine death generates a new fast zombie
- *Derelict* (Gears of War) – advanced scripting creates high replayability
 - Random level layout brings *Space Hulk* boardgame mechanics
 - Maps vary in size and challenge. Internal spaces, *Dead Space* feel.
 - Non-linear experiences flip the battlefield
- *DM17* (UT3) – reimagining of the classic Quake deathmatch level
- *Galt's Gulch* (Fallout 3) – a side quest that explores difficult amoral choice
 - External and internal area featuring multi-stage main and side quests
 - New vault to explore, multiple NPC interactions

WORK EXPERIENCE

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AMS Services/Vertafore Corporate Data Center, August 1997-August 2010

Network Engineer I, II – (February 2005-August 2010)

- Administrator for multiple production AD domains.
- Relocated the data center in 8 months, moving 600+ servers with minimal downtime
- Maintain, troubleshoot and optimize existing servers
- Converted rackmount servers into blades and VMs. Designed network architecture supporting fault-tolerant systems.
- Develop, document and optimize ongoing Disaster Recovery solutions.
- Lead engineer for hardware, OS, backups, MS Virtual Server, and VMWare ESX
- All Computer Operator duties listed below

Computer Operator I, II, III, IV – (September 1998 – January 2005)

- Seven years as lead operator and sysadmin. Assisted in new hire interviews.
- Upgraded infrastructure, power, networking, and installed/configured new servers to expand datacenter from 20 to 600+ servers.
- Managed multiple production AD domains, AV deployment, critical updates, hardware/software diagnostics, server upgrades/replacements, hardware
- Design and manage backups for 600+ servers in a complex network environment
- Create, document and distribute new solutions, instructions and workflows

New Agency Sales – (August 1997 – September 1998)

- Cold call sales and follow ups, selling value-added services to current customers

COMPUTER SKILLS

Software: MS Office, Virtual Server, Hyper-V, Clustering, IIS, Sysprep, HP Data Protector, Symantec AV, Ghost, VMWare ESX, JIRA

Hardware: HP/Compaq/Dell Servers/Blades, Tape backups, Networking, RAID, SAN, SCSI

CERTIFICATIONS

MCSE: Security – Microsoft Certified Systems Engineer for Windows Server 2003 with Security designation, earned in 2008. Also: MCP, MCSA, MCSA: Security, MCSE

LIFE EXPERIENCE

Texas A&M Corps of Cadets, Company K-2, Class of 1997

- Senior year – 3rd Platoon Officer, responsible for development of one third of the outfit
- Awarded USN Scholarship in 1995

United States Navy, Midshipman 1995-1997

- First Class aviation cruise with VQ-3, TACAMO, Tinker AFB, Summer 1996
- Second Class cruise onboard U.S.S. O'Bannon, Persian Gulf, Summer 1995