

Philip N. Riley

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SMU Guildhall portfolio: <http://www.philriley.info>

OBJECTIVE

Drive quality, creativity, teamwork, and accountability on a high-performance game team.

EDUCATION

SOUTHERN METHODIST UNIVERSITY, Dallas, TX

THE GUILDHALL AT SMU

Masters of Interactive Technology in Digital Game Design, May 2015

THESIS – Roguelike: Procedural Level Design in Skyrim – May 2015

Masters methods and new applications of procedural level design within *The Elder Scrolls V: Skyrim*.

TEXAS A&M UNIVERSITY, College Station, TX

Bachelor of Science, Applied Mathematics, May 2006

SKILLS

Producer: Agile, Scrums, detail oriented, solution focused, data driven, creative, out-of-the-box thinking, optimization and process streamlining, improving communication, team building

Level Designer: Level, world and systems building, scripting, procedural level design, modular & reusable assets

Editors: Unreal Editor, Gamebryo, Hammer/Source SDK,

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

Languages: C#, LUA, DOS Batch, Unreal Script, Papyrus

IT: Data Center engineer & IT consultant for Enterprise solutions and Disaster Recovery

Software: MS Office Suite, Enterprise Virtualization, Clustering

Hardware: Enterprise, Desktops, Laptops, Networking, RAID, SAN, SCSI, Fiber

Certifications: MCSE: Security, MCSA, MCP

EXPERIENCE

Zynga, Inc., June 2012 – Present

Producer, *Willy Wonka Slots* and *The Wizard of Oz Slots* (December 2015 – Present)

- Run Daily scrums, manage Epic and Task boards, hold art review of machines and features, weekly play tests
- Drive creation, testing and merging of test code toward release on three-week sprints.
- Process optimization, tool & report building. Drive new feature costing, kickoff, development, and release.

Senior Producer, xPromo and Growth (December 2014 – November 2015)

- Maintain campaign launch calendar. Generate high-value creatives that balance performance and brand. Schedule, test and optimize campaigns and creatives against value metrics.
- Optimized existing and created multiple new processes to improve workflow and scalability
- Managed worldwide campaign for *Empires & Allies*, driving ~\$1MM in total value thru July '15

Producer, Publishing and User Acquisition – PAC (October 2013–November 2014)

- Coordinate multiple internal and external teams to launch, track, analyze, iterate and optimize marketing efforts. Increased guidelines and improved creative performance
- Respected brand guideline and improved creative performance.
- Reduced operating costs by \$1MM/year

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

- Streamlined existing roadmap, converged code base forks into one version. Reduced JIRA backlog by 90%. Scrum master, prioritized roadmap, emailed daily updates.

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

- Guided team on multi-month project removing Facebook Connect dependency
- Scrum master, managed JIRA, prioritized roadmap, emailed daily updates
- 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+ developers, designers, PMs and QA for Zynga.com, online portal with ~1MM DAU. Ran scrums, managed JIRA, coordinated roadmap, emailed daily updates
- Launched sixteen additional 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 new UDK title. Led all meetings, presentations, and documentation duties. Maintained Game Design Document
- Scrum master, maintained backlog, tracked progress against milestones. Built custom particle effects, decals, and prefabs for Level Design use.

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

- Member of eight person team on 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.

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

- Led a team of six to create a Torque 2D game over eight weeks. Scrum master, tracked progress
- Led all meetings, presentations, documentation duties, and tracked backlog

Level Designer/Scripter on personal student projects (October 2010 – May 2012)

- *Bedlam* (Gears of War) – unique scripting creates random level layout in Unreal
 - Levels assemble in random order, preserving checkpoints, and allowing full bi-directional travel
- *Containment* (Half-Life 2) – *X-COM*: Chrysalid mechanic spreads zombie infection with custom prefabs
 - Fast zombies turn Combine troops into Zombines. Zombine death releases a new fast zombie.
- *Derelict* (Gears of War) - advanced scripting creates high replayability
 - Random non-linear level layout brings *Space Hulk* board game mechanics, *Dead Space* feel
- *DMI7* (Unreal Tournament 3) – reimagining of the classic Quake death match level
- *Galt's Gulch* (Fallout 3) – a side quest that explores difficult amoral choices
 - External and internal area, multi-stage main and side quests, new vault to explore, new NPCs

AMS Services / Vertafore Corporate Data Center,

August 1997 – August 2010

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

- Administrator for multiple production AD domains. Lead engineer for hardware & OS issues, backups, MS Virtual Server, and VMWare ESX. Authored and maintained Disaster Recovery documentation
- Relocated the data center in 8 month project, moving 600+ servers with minimal downtime
- Converted hundreds of rack-mount servers into blades and VMs. Designed network architecture supporting fault-tolerant systems. All Computer Operator duties listed below.

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

- Lead operator and system admin. Assisted in new hire interviews. Built infrastructure, power, networking, installed and configured new servers to expand datacenter from 20 to 600+ servers.
- Managed multiple production AD domains, software deployment, critical updates, hardware/software diagnostics, server upgrades/replacements, backup routines, recovery
- Created, documented and distributed new solutions, instructions and workflows

Sales – (August 1997 – September 1998)

- Cold calling value-added internet services