

Cindy Durieux

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EMPLOYMENT EXPERIENCE

Rival Sports, River City, CA

May 2018 - Present

Senior Game Designer

- Lead the design decisions for both in-development and recently released titles at Rival Sports
- Created GDDs (Game Design Docs) for core gameplay, new features, and economy systems
 - New features, economy systems, and core gameplay were designed with both player experience and product KPI goals in mind
 - Worked with the product team to develop data-driven core loops, and tested multiple variations of different user flows to see which performed best when launching alpha and beta versions of the game
- Collaborated with Engineering, Product, and Production teams on developing milestone roadmaps and release plans to ensure efficient development cycles
- Worked with the user research team to reach out to existing markets and playerbases to survey how our game could fit an existing need in the prospective player's market

BigTimeCo, Los Angeles, CA

Sept 2015 - April 2018

Game Designer, Lead

October 2017 - April 2018

- Worked with key stakeholders to design, implement, and launch Skyscraper: Scaling New Heights
 - Created and implemented new systems, economies, and features aimed at increasing DAU, retention, and monetization of a new game
- Developed the feature roadmaps, content lists, conceits, and narratives for limited time events
- Developed a returning player feature and campaign that addressed low D0-D3 retention and helped retain users by an addition 3% and increase DAU over the campaign duration

Lead Game Content Manager

June 2016 - September 2017

- Managed a Live Ops team of 5 content managers in charge of updating and implementing new content, tuning, and balance changes in Caravaggio: Artist on the Run, a top-grossing educational game
- Implemented and led processes to decrease the amount of bug-causing data mistakes in the weekly tuning and balance change submissions
- Collaborated with product, production, and art teams to ensure content was prepped and ready for weekly submissions

Associate Producer

September 2015 - June 2016

- Worked with senior producers to implement content changes under an aggressive live-ops schedule
- Communicated with team leads from Art, UI, Product, and Community teams to ensure that all necessary resources were ready for releases
- Helped manage JIRA queues to ensure no tasks fell through unnoticed during sprints

EDUCATION

UC Santa Barbara

B.A. Interactive Media

June 2015

SKILLS

Software: Proficiency in JIRA, Photoshop, Illustrator, Shotgun, Perforce