

HEATHER ARBITER

heather.arbiter@gmail.com

www.heatherarbiter.com

Eight years designing product in the games and gamification industry and looking to bring knowledge of game design, usability, user testing, engagement design, wireframing, project management, analytics, feature design, technical writing, engineering, and cross-platform design to new opportunities as a Producer, Producer Manager or Designer.

Sr. PRODUCER - DOPAMINE, NEW YORK, NY - 2016-PRESENT

Development Work: Lead designer and product owner on a Unity mobile game for international client. Ran all game design and balance. Coordinate with client to make sure design met their needs. Collaborated with visual designers on wireframes and mockups. Prioritize tasks and bugs. Managed development with subcontracted artists, developers, and QA.

Other Work: Consulting and design projects for Keurig, Verizon, Pathway Genomics and [Volkswagen](#). Work includes writing specifications and generating content for gamified features and advising clients on techniques to improve user engagement and retention. Designed Dopamine's achievements framework; researched and wrote specs for understanding leaderboards, badges, and user motivations.

GAME DESIGNER - ARKADIUM, NEW YORK, NY – 2013-2016

Design Work: Designed core functionality, interfaces, onboarding, achievements, story, monetization, social features: [Twisty Hollow](#), [True](#), [Jigsaw](#), [Wander Words](#), [Taptiles](#), R&D games. Made use of user testing and analytics data to inform design. Hired and managed interns. Designed and built process for game idea submission via SharePoint. Spearheaded documentation standards, influenced business decisions on product and cross-platform development, improved content creation pipelines. Collaborated across teams in an Agile environment.

Mobile App: Featured by Google and Apple. Guided design of R&D prototype to polished release. [Imago](#) Innovated on core mechanics to design and prototype new procedural daily content to improve LTV. Conceived and drove narrative design.

Web Apps: Multiple versions of both games are used by publishers worldwide including [LA Times](#). [HTML5 Crossword](#) Designed unique convenience features aimed at making these games best-in-class versus competing versions. Author of [The Daily Mini Crossword](#) and [Sudoku](#)

Content Designer: Created daily content played by 2M+ DAU titles [Microsoft Solitaire](#), [Mahjongg](#), [Jigsaw](#), and [Minesweeper](#). Innovated new features, supervised 1-3 people in content creation, testing and delivery to client. Microsoft titles

Analytics: Improved user retention from data analysis to identify pain-points and reduce drop off. [Match and Merge](#) Created and balanced 150+ levels. Designed new features, beat charts, and monetization. *M&M* was featured by Google Play.

PRIOR WORK EXPERIENCE

Producer/Site Director
Cellufun (aka Tylted)
Jan 2012-Dec 2012

Managed development of projects both for games and general site. Coordinated with dev team to ensure product was fully planned, developed, and released on schedule. Handled scheduling and resource allocation for development team. Managed on-site promotions. Recommended opportunities for new revenue. Operated as community manager on site.

| | |
|--|--|
| Game Designer Cellufun (aka Tylted) Jan 2011-Dec 2012 | Lead game design at a 30-man company working on <i>Pocket Beanie Babies</i> , <i>Cubugs</i> , <i>Mash of the Monsters</i> , and other games. Designed economies, interface upgrades and mini games in live event holiday games. Liaised with player community on chat, forums, social media. |
| Sysop HIMYM Wiki 2010-2012 | Authored policy and content guidelines. Designed and built episode template structure allowing data to be viewed in different formats around the wiki with a simplified interface for end-users. Performed outreach to other fan sites. |
| Programmer/Scripter Forever Interactive Summer 2009 | Worked on upcoming RPG title in Torque. Scripted elements of system to do vast visual changes in world without reloading levels. Worked with designers, programmers and artists. Managed studio wikis. |
| Sysop/Bureaucrat GuildWiki 2007-2009 | Appointed administrator of game wiki by earning trust and respect of community. Participated in discussions of policy, formatting and content. Extensive experience with MediaWiki, Wikitext, community management. |
| Intern Citigroup January 2006 | Diagrammed stages of development for new automated report generation process. Learned about software development in the financial industry. Experienced working in a large, corporate IT environment. |

EDUCATION

| | |
|---|---|
| Rochester Institute of Technology 2008-2010 | Master of Science: Game Design and Development Graduate Assistant: Preserving Virtual Worlds project Independent Research: improving tools for collaborative design documentation with wiki infrastructure; camera transitions for dynamic split screen. |
| Stony Brook University 2004-2008 | Bachelor of Science: Computer Science (Honors) Specialization: Game Development Member of Women In Science & Engineering (WISE) |

PROFICIENCIES

| | |
|----------------|---|
| Documentation | Microsoft Office, Google Docs, SharePoint, MediaWiki, Confluence, LaTeX |
| Design | Photoshop, Illustrator, Sketch, Visio, Balsamiq, OmniGraffle, Axure, Pixate |
| Languages | HTML, CSS, C#, C++, Visual Basic/VBA, ASP/VBScript, AS3, Java, JavaScript, SQL, XML, Wikitext, Processing |
| Tasks & Tools | Unity, Trello, Jira, TFS, Slack, SVN, Git, Torque, WordPress |
| Asset Creation | Audacity, Maya, Blender, Bryce, Crossword Compiler |

OTHER ACTIVITIES

- *Independent consultant for local indie game developers in NYC on design and usability*
- *Game Developers Conference - Conference Associate (volunteer) 2009-2018*
- *Game Devs of Color Expo - Volunteer 2018*
- *Global Game Jam – Participant, 2013-2018 (Best Game G4C 2013, Best Audio NYU 2014)*
- *Playcrafting NYC – frequent attendee and game shower, Best Mobile Game Nominee 2015 (Imago)*
- *Hobbies: mobile games, cake baking and decorating, dance, fan wiki information architecture design, 3d art*