

# Aaron Nemoyten

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## Summary

Versatile game designer 16 years of diverse experience, searching for the next adventure.

- Six years of experience as a full-time game designer, including Senior/Lead-level roles.
- Nine years of experience developing live service free-to-play games.
- Three years experience as a Live Services Producer, including on EA's Star Wars: Galaxy of Heroes
- Programming experience including Unity/C#, Unreal Blueprints, Python, JavaScript, and more.

## Experience

Lead Game Designer, PeopleFun - November 2023 - July 2024

*Bricks N Balls - iOS/Android*

- Game design lead on a major initiative to completely overhaul and modernize the game due to release in November of 2024. This included redesigning the core gameplay and metagame experiences, updating UX flows, and refining gameplay mechanics, as well as consulting with our data and PM teams to develop a plan to cut lesser-used features and scope down areas the game to simplify the user experience and help meet deadlines, with the overarching goal of supporting a multi-year live ops roadmap.
- Led development of three level design split-tests. Each outperformed the control group. Most levels from 8-270 were updated or re-ordered, leading to improvements in D7 retention, conversion, and ARPU.

Senior Game Designer, Wildseed Games - February 2023 - June 2023

*Oberak - PC/Console/mobile (Cancelled, Studio Closed)*

- Senior designer on a fully remote team of 20. Led systems design, level design, and combat design while advising and providing guidance on narrative design, writing, and production.
- Scoped down existing features for MVP/prototype readiness.
- Used Blueprints, MetaSounds, Animation Montages, and UMG UI designer to self-sufficiently build features including a dialogue system, student workout assignments, and combat arenas.
- Designed and documented game and level flow for Oberak's proof-of-concept demo.

Creative Director, Jago Studios – June 2019 - July 2022

*The Garbage Pail Kids Game - iOS/Android*

- Creative Director for a globally distributed team of 15+ developers, QA, PM, artists, etc.
- Substantially improved KPIs by rebalancing the game's economy and redesigning PvP and Events
- Interviewed, hired, trained, and mentored game designers.
- Significantly increased elder player engagement by introducing new social features and a daily challenge.
- Led the team in designing and adding new characters to the game as a primary revenue source, leading to 10x+ revenue vs the game's baseline.
- Wrote briefs and approved all art, animation, and sound assets for new characters.

*Other Unannounced Projects*

- Co-developed a pitch to make a game based on a popular streaming TV show with no previous interactive licenses. We were able to secure the license but could not fund the project.
- Developed a pitch for an unannounced original IP alongside a prominent Hollywood production company. Led story and character development and built a combat prototype in Unity.

Producer, Jago Studios – June 2018 - June 2019

*The Garbage Pail Kids Game - iOS/Android*

- Assumed ownership of the product roadmap and streamlined production processes.
- Led analytics and data analysis; Doubled FTUE completion rate and substantially increased retention.

Independent / Freelance Game Developer and Game Designer - August 2017 - August 2022

**Starbeard** (3rd Place: *The Very Big Indie Pitch*, featured on the *Made With Unity Showcase*)

- Acted as a key game design advisor from prototype phase through production. Worked with the game's creative director to discover and clarify key pillars of the game's design, leading to major changes.

*Info about other consultancy gigs and independent game development projects available upon request.*

Lead Game Designer (Contract), Color Switch Phoenix LLC – January 2018 - March 2018

*Color Switch - iOS & Android*

- Led design of a Unity rebuild of the original hyper-casual hit game Color Switch.
- Designed and tuned new game modes and created 150+ levels.

Founder/Creator - Hihat – July 2016 - July 2017

Solo developer of Hihat, an app for live music fans. More information available upon request.

Live Services Producer, Electronic Arts (*Capital Games*) – February 2014 - June 2016

*Heroes of Dragon Age - iOS & Android (February 2014 - May 2015)*

*Star Wars: Galaxy of Heroes - iOS & Android (May 2015 - June 2016)*

- Founded and led Heroes of Dragon Age's eight-member live service team.
- On Galaxy of Heroes, owned the live service roadmap using JIRA and Confluence and managed a multidisciplinary team, contributing to the game becoming EA's most successful mobile game ever.
- Led development of service-focused tools and processes including localization, P4 branching, and QA
- Led daily "War Room" meetings to triage issues and disseminate information to key stakeholders.
- 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.

Game Designer, Electronic Arts (*Capital Games*) – November 2011 - February 2014

*Heroes of Dragon Age - iOS & Android, Dungeon Keeper Social (Facebook, cancelled & unannounced)*

- Prototyped and designed combat for Heroes of Dragon Age, including 400+ collectible characters.
- Led design for Dungeon Keeper Social's real-time RTS-lite combat.

Lead SE / Producer / Game Designer - KlickNation (**Acquired by EA**) – March 2009 - November 2011

*Superhero City (Facebook), Happy Zoo (Facebook), 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.
- Tripled daily revenue by developing Leagues, League Wars, and League War Tournaments.

Details about personal projects are in my portfolio at <http://www.aaronnemoyten.com>