

ARI VELAZQUEZ

Game Developer in Melbourne, Australia

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Experience **Maxis, Electronic Arts** Game Designer

November 2017 – October 2018
Redwood City, CA, USA

A historied PC/Console studio within Electronic Arts mostly known for Sim City and The Sims. I worked as a game designer on **The Sims 4** and shipped two Expansion Packs (**EP05 "Seasons"** and **EP06 "Get Famous"**) focusing on implementation of features into the game via custom toolset.

Responsibilities

- **Implementation and iteration** of features in our in-house made tools such as Object Editor and Sage.
- **Breaking tasks down and providing time estimates** for production to properly schedule and anticipate project progress.
- **Regular communication across disciplines** to keep parties up-to-date on implementation progress and new or changed expectations.
- **Tracking down and fixing bugs** from across all of the game's Expansion, Game, and Stuff packs, based both on internal prioritization and community feedback.

Shipped

- Expansion Pack 05 – **"Seasons"**
 - Expansion Pack 06 – **"Get Famous"**
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Magnet Hill Games Co-Founder, Lead Designer

November 2015 – March 2017
San Francisco, CA, USA

An indie studio founded in 2015 that lasted for a year and a half. We worked on a handful of game projects and met with many publishers and platform holders, but ultimately were not able to secure enough funding to continue. I was the designer and producer for each project and also managed the studio needs like hiring and biz-dev.

Responsibilities

- **Documentation and organization** of design docs, audio requirements, story codices, etc, in Google Drive and Trello.
- **Design and iteration** of game systems and mechanics, recorded via written documentation and graphical "one page designs".
- **In-engine level editing** of building blocks for procedurally generated levels in Unity.
- **Task and milestone planning** for each of our projects and adjusting schedules and sprints to adapt to new developments or problems in Trello.

Highlighted Projects

- **Fourside (working title, shelved):** I designed and lead development on a narrative-driven rogue-like prototype about planet hopping through space to kill monsters and gather resources to build out your home outpost.
 - **Blacksmith VR (working title, shelved):** I led design and created a pitch deck for a virtual reality game about being a blacksmith with Cooking Mama-like mini-games. I also created a budget plan, paired with a teammate's prototype, and shopped it to publishers for funding.
 - **Grand Miracle (shelved):** I led design and created a pitch deck for a virtual reality game about solving environmental puzzles in a ringworld that floats around your head. I also created a budget plan and presented to Google's Daydream VR team, who had originally asked us to pitch them.
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Waystone Games, Electronic Arts

Game Designer

November 2014 – March 2015
Redwood City, CA, USA

A mobile game studio, previously PC, trying to figure out what we were going to work on in the wake of Dawngate's closure. I transitioned into a design role.

Responsibilities

- **Documentation** of various pre-production design and planning in Confluence.
- **In-engine tuning and scripting** for procedurally generated levels in Unity.
- **Rapid iterative prototyping** on new ideas and possible directions in Unity and browser-based HTML/JS.
- **Collaboration with monetization team** during early design phases to keep expectations and design in-check with future monetization planning.

Highlighted Project

- **Project Zeri (working title):** I focused on player progression via item economy (with a browser-based abstracted prototype) and procedural level tuning for a mobile monster battling game. I was also the self-appointed Documentation Warden and made sure our design wiki was properly organized and up-to-date on a weekly basis.
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Waystone Games, Electronic Arts

Web Engineer

January – November 2014
Redwood City, CA, USA

A PC studio within Electronic Arts working on a live-service story-driven MOBA called **Dawngate**. EA ultimately shut down the game due to a shift away from free-to-play PC games.

Highlighted Projects

- **Dawngate client homepage:** I created an Akamai-hosted Javascript/jQuery homepage for the game software upon logging in. The client wrapped an embedded WebKit browser, allowing us to update homepage content without requiring a client patch. The homepage was able to communicate with various player systems to display data about games played, as well as list news articles and incorporate a system that notified players when the community team or team-sponsored players were streaming on Twitch.
 - **Dawngate Chronicles (<http://www.dawngate.com/chronicles/>):** I stood up a Wordpress instance with many plugins and manual modifications on AWS to host our game's webcomic. The producer who used the backend was able to upload a new comic, appropriately tag it by season and episode, and schedule it in the future with ease.
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Pre-Games	Freelance Web Development	2013, 2017
	Web Engineer	San Francisco, CA, USA
	Apple Inc.	2012
	Web Engineer	San Francisco, CA, USA
	CBS Interactive	2011 – 2012
	Web Engineer	San Francisco, CA, USA
	Bottlecap Development	2009 – 2011
	Web Engineer	Atlanta, GA, USA

Education	Georgia Institute of Technology	August 2005 – May 2010
	B.S. in Computational Media	Atlanta, GA, USA

Joint degree between the **College of Computing** and the **School of Literature, Communications, and Culture** focusing on new and interactive media. The degree combines coursework from both the **Computer Science** and the **Science, Technology and Culture** curricula. Primary interest in video game design.