

JAMES PAYNE

james.douglas.payne@gmail.com

CSM / Project Management / Production / Design / Outsourcing

415.497.2461

Profile

With 17 years of software development experience with various sized firms, from startups to large publicly traded companies, I have built my career by focusing on bringing effective project management and communication best practices to every organization I am part of. I enjoy working with cross-discipline teams to release predictable, on-time, quality products.

Experience

GREE International, Inc. 02/2015 to Present San Francisco, CA

Senior Project Manager

Manage the day-to-day and quarterly operations for a 45 person game development studio in Vancouver B.C. for f2p (free-to-play) mobile / tablet RPG game called Knight & Dragons. Own the release management / publishing submissions of monthly milestone builds on Google Play and iTunes. Provide project management tools to make dev team more organized by being more predictable, delivering on-time, quality products / new feature development. Experience with Live Operations events and monthly OTA content scheduling. Transitioned entire product (Engineering, Product Management, Content, Art+UI/UX, QA) from Canada to India development team.

Rocket Speed, Inc. 04/2014 to 09/2014 San Francisco, CA

Game Designer and Office Manager

Integrated slot machines in Unity, game configurations and balancing in MS Excel using proprietary slot machine game engine / tech. Authored slot machine design documents communicating overall direction, theme, and gameplay mechanics for internal and external development teams. Investigated and secured art and audio outsourcing partners; provided daily feedback with internal Lead Artist to ensure project clarity and timeliness. Day-to-day studio operations, office services (internet, food, water, supplies), floor plan / furniture setup, accounting / vendor invoices, and authored studio / company policies.

Zynga, Inc. 06/2008 to 04/2014 San Francisco, CA

Lead Producer – Zynga Poker

04/2013 to 04/2014

Managed and provided quarterly reviews for eight (internal) direct reports and three (internal) managers. Managed the quarterly studio roadmap schedule. Managed the day-to-day schedule (feature ramps, releases, and unplanned hotfixes) for live game studio. Established studio processes; i.e. pre-production pipeline, cross-discipline costing, and playthroughs. Standardized pipeline flow and definition of pre-production process. Trained production team on overall studio process and best practices. Studio Staffing POC - Tracked all headcount needs in collaboration with leads and People Operations. Helped other cross disciplines establish their respective quarterly goals in relation to the studio at large.

Lead Producer – CastleVille

12/2012 to 03/2013

Responsible for the day-to-day project management of CastleVille feature development. Established team alignment between individuals, pods, and the studio at large. Provided clear consistent and communication of all progress between (San Francisco, Dallas, and Bangalore) studios. Successfully planned all simultaneous product development and release timeliness to coincide with business goals. Reduced the average feature release time, overall build stability, and release quality through better tracking tools. Provided guidance on all phases of cadence. Managed the training and handoff for a live game transition between San Francisco and Bangalore studios. Conducted weekly 1:1 mentoring with internal and external staff on improving situational awareness, perspective (context), overall studio process, best practices, and expectations.

FrontierVille 2 (New IP)

12/2012 to 03/2013

Contributed to FrontierVille 2 pre-production and green light process, established the project calendar and milestone definitions / goals for next divisional project. Responsible for creating high level staffing and project milestone schedule from Concept to Live Product. Began preliminary set up for project infrastructure.

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Experience Continued...

Senior Producer – CastleVille

08/2012 to 11/2012

Managed and provided quarterly reviews for eight (five internal + three external) direct reports and two (one internal + one external) managers. Created several process and consistency improvements for the studio. Prepared weekly and quarterly Production reports. Prepared transition plan between Dallas and San Francisco Production teams. Standardized all pods to offer consistent project management and predictable releases to stakeholders.

Senior Producer – FrontierVille / Pioneer Trail

09/2010 to 07/2012

Responsible for the day-to-day project management of FrontierVille feature development. Managed the release lifecycles for ~50 features and three game expansions. Managed five (external) direct reports and two (external) managers. Trained external partners on how Zynga operates (Baltimore, MD, Bangalore, IN, and Eugene, OR). Created and maintained the Feature Release Milestone Calendar to better standardize all cross-discipline feature development into a multi-step milestone calendar. Championed our Customer Support (CS) efforts by prioritizing fixes, allocating cross-discipline resources and scheduling point releases every Tuesday to help reduce excessive (6k daily) CS ticket levels.

Producer – FishVille

07/2009 to 08/2010

Member of the initial concept team through final game hand-off to the Zynga Bangalore studio. Scheduled and adhered to initial aggressive / experimental four week development schedule. Managed FishVille marketplace; brainstormed / surveyed aquatic themes and created roadmap schedule. Spearheaded and executed the content pipeline earning \$10.1 million over 13 months.

Associate Producer – DragonWars, Guild of Heroes, and Zynga Poker

06/2008 to 06/2009

Cloned (MafiaWars) xWars game platform into fantasy genre. Managed artists, engineers, and designers to make the first 3D dungeon crawler on Facebook. Grew team from three to 27 and custom tailored development personnel for a fantasy / MMO. Co-introduced Scrum to Zynga. Created studio capacity calculator in Excel Google Docs to assist Zynga Poker dev pod management. Managed 11 international and domestic art and three audio outsourcing partners.

LucasArts

08/2007 to 06/2008

San Francisco, CA

Associate Producer

Managed \$300k production budget of cinematic outsourcing for pre-rendered full motion video (FMV's). Authored outsourcing milestone schedules & contracts. Maintained the approval process for all art. Collaborated with script writers for game story outsourcing. Collaborated with sound designers for game audio outsourcing. Production point of contact (P.O.C.) for: International, Operations, Marketing, Creative Services, Web, PR, Finance, Quality Assurance, Audio, IT, Mastering Lab, Compliance, Consumer Insights and Business Affairs. Managed the submissions process for game ratings certification with ESRB and international rating boards. Managed the external source code escrow (Iron Mountain).

Stormfront Studios, Inc.

06/2005 to 05/2007

San Rafael, CA

Associate Producer

Managed day-to-day production including the development team schedule. Managed the production of in-game art assets and cinematics. Managed the submission process to publishers and maintained the approval process for all art. Sustained communication between team members, vendors, consultants, and publishers. Created in-game cinematics and character scripted events. Designed and implemented single & co-op levels for an action/adventure title. Created rough environments in 3D, level logic, and camera placement. Created and maintained a physical and digital Art department archive.

Education

Academy of Art University

1997 to 2001

San Francisco, CA

- Bachelor of Fine Arts in Computer Arts

Skills

Project Management

- Microsoft: Office, Visio, Project
- Google: Suite
- Atlassian: JIRA, Confluence, Trello
- ScrumAlliance: Certified Scrum Master (CSM)

Version Control / Repositories / Platforms

- Google Play: Developer Console
- Apple: iTunes Connect
- Apple: Application Loader, Xcode
- GitHub, Inc.: GitHub
- Atlassian: SourceTree
- THE TORTOISESVN TEAM: TortoiseSVN
- Microsoft: Visual SourceSafe

Utilities and Team Communication

- Microsoft: Outlook
- Microsoft: SharePoint
- Adobe: Acrobat
- Microsoft: Skype
- Tiny Speck: Slack
- j2 Global, Inc.: OneBox (On-Call System)
- Helios Software Solutions: TextPad
- TechSmith Corporation: Jing
- Equilibrium: DeBabelizer Pro

Advertising and App Marketing

- Yahoo: Flurry Analytics
- Sensor Tower, Inc.: sensortower.com
- Upsight, Inc.: upsight.com

Database and FTP

- GlobalSCAPE, Inc.: CuteFTP
- FileMaker Inc.: FileMaker Pro
- Microsoft: Access

Task Tracking and Bug Management

- Atlassian: JIRA
- Asana: Asana
- Shore Labs: Kanban Tool
- Bugzilla.org: Bugzilla
- Mantis BT Team: MantisBT (bug tracker)
- Seapine Software, Inc: TestTrack

2D/3D / Creative

- Adobe: Photoshop CS
- Balsamiq: MockUps 3
- Unity Technologies: Unity3D
- Trimble: SketchUp 2014
- Autodesk: 3D Studio Max 7 (w/ proprietary tools)
- Autodesk: Backburner 2, Maya 7 (w/ proprietary tools)
- Stormfront Studios, Inc.: Bard Cinematic Editor, Elsinore Level Editor
- NovaLogic, Inc.: MED-Mission Editor, NILE-Level Editor,
- Epic Games: Unreal Ed 3.0
- Id Software, Inc.: Q3Radiant
- Quark: Xpress

Audio and Video

- Adobe: Premiere
- RAD Game Tools: Bink Video
- Dominic Mazzoni: Audacity

Metrics and Analytics Reporting

- App Annie: appannie.com
- Countly: count.ly
- appFigures: appfigures.com
- Google: torometrics.com (acquired)

Traditional

- Still Life Painting, Storyboarding, and Photography

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Published Titles / Lineage

2016	Knights & Dragons	Pets Expansion	iTunes, Google Play
2014	Slots - Buffalo Slots Stampede	(Buffalo Rush slot machine)	iTunes, Google Play
	Slots - Liberty Wild Eagle Casino	(Liberty Eagle slot machine)	iTunes, Google Play
	Slots - Big Bear Bonanza Casino	(Grizzly Bear, Timber Wolf slot machines)	iTunes, Google Play
	Slots - Lucky Wolf Casino	(Spirit of the Wolf slot machine)	iTunes, Google Play
	Slots - Enchanted Tales	(The Trials of Hercules, Alice in Wonderland, Hansel and Gretel, and Sweet Dreams slot machines)	iTunes, Google Play
	New Zynga Poker		iTunes, Google Play, Facebook
2013	PirateVille (canceled)		Facebook
2012	CastleVille		Facebook, Zynga.com
2011	Pioneer Trail's: Prospect Falls		Facebook
	Pioneer Trail's: Holiday Hollow		Facebook
	Pioneer Trail's: Ghost Town		Facebook
2010	FrontierVille		Facebook
2009	FishVille		Facebook
	Joint Operations: Combined Arms GOLD		PC
2008	Dragon Wars		Facebook, MySpace
	Guild of Heroes		Facebook
	Texas Hold'em Poker		Facebook, iTunes, Google Play, MySpace, Tagged, Bebo, Hi5
	Fracture		Xbox 360, PS3
2007	Titan (canceled)		PS3
2006	Eragon		Xbox 360, Xbox, PS2, PC
2005	Delta Force Extreme		PC
	Joint Operations: Combined Arms		PC
	Maximum Overkill (canceled)		PC
2004	Joint Operations: Escalation		PC
	Joint Operations: Typhoon Rising		PC
2003	Terminator 3: Rise of the Machines		Xbox, PS2
2002	Beauty and the Beast: Break the Spell, Chip's Music Game, Mrs. Potts' Personality Game		DVD
	Return to Neverland: Rescue the Lost Boys Adventure Game		DVD
	Monsters Inc.: Peek A Boo - Boo's Door Game		DVD
	Mary Poppins: Love to Laugh Trivia		DVD
2001	Snow Dogs: Ted's Arctic Challenge		DVD
	Tarzan & Jane: Build Your Own Tree House Game		DVD
	Doug's 1st Movie: The Search for Herman (unpublished)		DVD
2000	Sammy Sosa's Softball Slam		PS1, PC
	Battle Tanx: Global Assault		PS1
	Army Men: Air Tactics		PC
	Army Men: Sarge's Heroes 2		PS1
	Army Men: World War		PS1