

DESIGNER

Multifaceted Designer, with over 20 years experience designing and managing social games, graphics, content, and websites. Designed top Facebook games and founded and produced a top 10 website for children.

Game Designer and artist for Lil Green Patch, a #1 game on Facebook for many months. Launched 8 more Facebook games, including Lil Farm Life, which became a top 20 game within 4 months of launch. These successes lead to acquisition of Green Patch, Inc. first by Playdom, and then by Disney. Then developed 5 games that pioneered the emerging religious social games market segment on FB and IOS.

EXPERIENCE

CONSULTING – 2014 – CURRENT

- Game Design, Websites, Pitches, Marketing, QA, and Education Printables for various clients.

LIGHTSIDE GAMES — SENIOR GAME DESIGNER — 2011-2015

- Sr. Designer of highly monetizing games (2-3X ARPDAU of average FB games)
- Pioneered a new market category in faith-based gaming.
- Games reached over 6 Million players globally - *Journey of Moses*, *Journey of Jesus*, *Noah's Ark*
- IOS Games - *Light the Way: The Bible* (for *The Bible* miniseries), *Stained Glass: Reveal God's Story*

PLAYDOM / DISNEY — LEAD GAME DESIGNER — 2009-2011

- Lead Designer for Green Patch team at Playdom, focusing on retention, engagement, monetization, and virality.
- Lil Farm Life rose to be a top 20 game on Facebook.
- Launched Verdonia, among the fastest growing games July 2010, leading to acquisition by Disney.

GREEN PATCH — GAME DESIGNER AND ART DIRECTOR — 2008-2009

- 1st employee hired. Responsible for design specs, UI design, all text, planning artwork and content releases.
- Lil Green Patch, #1 game on Facebook for months, was nicknamed "the granddaddy of green Facebook apps".
- Launched 2 more titles with a social activism tie-in - Lil Blue Cove, Lil Eco Racer.
- Other games launched in those 2 years: Mafioso, Fashionista. Robin Hood, and Lil Farm Life.

MODTHESIMS — FORUM ADMINISTRATOR — 2005—2008

- Managed forum areas, user groups, and training new staff.
- Responsible for areas on modifying character meshes to create new outfits for Sims 2.
- Created 3 extensive tutorials that taught everyone from teens to grandparents how to modify 3D meshes.

ABCTEACH AND EDHELPER — CONTENT DESIGNER — 2002-2008

- Created illustrations, graphics, charts, art projects and articles for children's education sites.

KIDS DOMAIN — FOUNDER — 1995-2001

- Developed web site from scratch to a top 10 site for children and families, with over 1600 pages of content.
- Site's rapid success and continued growth led to a string of acquisitions by larger companies: Attitude Networks, theGlobe, Kaboose and ultimately by Disney.
- Wore many hats, evolving from production into management as the site grew.
- Managed employees, site promotion, content focus, and developed custom advertising with the advertising/marketing teams.

OTHER ROLES HELD

- User Interface Designer, Tech Writer, User Support and System Manager.

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EDUCATION

RUTGERS UNIVERSITY – NEW BRUNSWICK AND NEWARK, NJ CAMPUSES

Merit Scholar (NCAS) and Dean's list. GPA=3.6

UNION COUNTY COLLEGE – SCOTCH PLAINS, NJ

Continuing education courses (non-degree program) in Computer Science including IBM Basic Assembler Language (BAL) courses. GPA=4.0