

Anderson Piffer

Product Manager & Game Designer

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OBJECTIVES

My main goal is to deliver captivating experiences and profitable products for any genre or audience. I enjoy working with people with different cultures, backgrounds and expertises in order to collaborate, learn and share insights during the whole process.

KEY SKILLS

- Creating engaging mobile games that drives great retention and monetization metrics
- Leading multidisciplinary teams and collaborating with people from different backgrounds
- Analyzing the market, players' feedback and KPIs in order to plan and prioritize strategies

TECHNICAL

Management & Analytics

Microsoft Excel / Google Spreadsheet,
Atlassian (JIRA, Confluence, Trello),
Google (Analytics, Firebase, Data Studio,
Developer Console) and Tableau.

Design

Adobe (Photoshop, Flash, Illustrator),
Autodesk (Maya, 3D Studio Max),
Unity3D (C#) and CoronaSDK (Lua),
HTML, CSS

PROFESSIONAL EXPERIENCE

Product Owner, Tapps Games

January 2016 – Today

- Managing successful mobile games such as My Boo, which is played by millions per day and became the most important Tapps game in terms of revenue
- Defining and driving the product vision, roadmap and backlog to stakeholders and the team
- Collaborating with analysts and production leadership to execute product initiatives
- Leading multidisciplinary teams using agile methodologies
- Analyzing the market, users' feedback, and metrics in order to discover opportunities, prioritize and implement changes or A/B tests that ultimately lead to high commercial impact through better KPIs

Game Designer, Tapps Games

July 2013 – December 2015

- Designed, documented and balanced core-loops, systems, levels, and virtual economies for successful freemium mobile games on App Store and Google Play (E.g.: My Boo, Cow Evolution)
- Communicated and collaborated with game designers, developers, artists, sound designers, business and marketing analysts during the whole game and updates production cycles
- Analyzed retention, engagement and monetization metrics, games analytics data, best-practices and user feedback in order to design new updates and plan A/B tests

UI/UX Designer, eFlow Games (independent studio)

August 2012 – January 2013

- Designed and documented all interfaces: wireframes, user flow, mock-ups, prototypes
- Organized playtests and iterated with user feedback to improve our designs
- Created 2D UI art assets including HUD, Menus, feedback and particles

Design Intern, Tapps

August 2011 – August 2012

- Pitched, designed, documented, and balanced new game mechanics for mobile platforms
- Created fun and engaging levels using in-house tools
- Defined monetization systems and in-game economies (freemium business model)
- Assisted Quality Assurance and Art teams in some projects

EDUCATION

Bachelor's Degree in Game Design, Universidade Anhembi Morumbi (UAM)

2009 – 2012

- Learned about the whole anatomy of a game and the gaming industry: conceptualizing, prototyping, game design document, creative writing, game engines, programming, I.A., 2D and 3D animation, sound design, marketing, business plan, team and time management, etc.
- Created several games from conception to a playable demo, acting in different roles and in groups
- Published an undergraduate research on Cognitive Usability (UI Design for Games)
- Final thesis focusing on Resource Management and Strategy in Game Design

Drawing and Art Study, Pacearte Studio

2008 – 2011

PERSONAL ACHIEVEMENTS

- My undergraduate research "*Spatial interfaces and player's locus of attention in digital game interface design*" was selected and published as Full Paper in Art and Design Track of XI Brazilian Symposium on Computer Games and Digital Entertainment in 2012

LANGUAGES

- **Portuguese:** Native
- **English:** Fluent