

# Anderson Piffer

Product Manager & Game Designer

+55 11 99254-0970  
4piffer@gmail.com  
Skype: a.piffer

## COVER LETTER

I'm a **product manager** and **game designer** specialized in F2P mobile games with 30+ games published on App Store and Google Play. Since 2016 I've been leading teams from 3 to 23 amazing people into creating fun and profitable games through goal oriented, iterative, collaborative and data-informed processes. From 2011-2015 I've designed dozens of games with different genres and audiences which some become top-downloaded games around the world. It's worth mention that games are my passion since childhood and I truly believe I can help the world become a better place through games (seriously!).

You may check out more about my best projects at <http://apiffer.com>.

## 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

- **Communication:** Docs, Spreadsheets, Slides (Google) / Word, Excel, PowerPoint (Microsoft)
- **Software management:** JIRA, Confluence, Trello.
- **Product analytics:** Firebase, Data Studio, Tableau.
- **Game design and development:** Spreadsheets, Unity3D, Photoshop, Illustrator, Maya.
- **Programming languages (basic skills):** C#, LUA, HTML.

## PROFESSIONAL EXPERIENCE

### Product Manager, 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**

### **Immersive Program in Creative Leadership, Polifonia, 2018**

### **Professional Education in Product Management, Cursos PM3, 2018**

### **Bachelor's Degree in Game Design, Universidade Anhembi Morumbi (UAM), 2009 – 2012**

- Created several games from conception to a playable demo, acting in different roles and in groups
- Published an undergraduate research on Cognitive Usability (UX Design for Games)
- Final thesis focusing on Resource Management and Strategy in Game Design

### **Drawing and Art Study, Pacearte Studio, 2008 – 2011**

## **LANGUAGES**

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