

GREG ARMSTRONG

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Imaginative interactive entertainment professional with a broad / deep background in game development; including product ownership, production, design, art & engineering pipelines, live operations, rapid prototyping, monetization and marketing. Highly collaborative, with a skillset to work with all members of creative and management teams.

Areas of Strength

15 Years Game Industry Experience
Live Operations Coordination
Game Content & System Design
Development Team Leadership
Product Ownership
Iterative & Agile Development
Corporate Partnerships
Player Lifetime Management

Game Content Pipelines
Mission, Quest, Design
in-Game Event Planning
Rapid Prototype Production
Monetization Strategies
Focus Group Testing
Player Profiling & Tuning
Creative Collaboration

Adobe Animate & Photoshop
Core Audio Software
Autodesk Maya
Microsoft Excel & VBA
Atlassian Jira & Confluence
MixPanel & Tableau
Unreal & Unity Game Engines
Godot Game Engine

Professional Experience

CAT DADDY GAMES (2K) | Kirkland, WA | 2020 - 2025

AAA studio developing F2P Mobile titles in partnership with 2K's flagship console sports products.

Monetization Manager - NBA2K Mobile

- Economic Management -- Focused on maximizing revenue through iterative experimentation, and long-term learnings.
- Monetization Feature Design -- Designed, tuned, and visualized revenue-generating features that became top performers.
- Segmentation and Targeting -- Defined segmentation criteria, along with offers for those specific users, to maximize results.
- Found the sweet spot -- Progression and event difficulty was tuned to be fun, while still remaining consistently profitable.
- Cross-Team Coordination -- Maintained alignment between Corporate, Product, Development, and LiveOps Teams.
- Analytic-Focused Design -- Authored dashboards of users' behavior & preferences, which informed all design directions.
- Marketing and Legal coordination -- Maintained compliance with ever-evolving NBA, 2K, and Players Union requirements.
- Personal Highlights: SuperStar Spinner, Alt. Positions, Courtside Pass, Hotspots & PWR Cap Events, and KPI dashboards.

MOBILITYWARE | Irvine, CA | 2018 - 2020

Casual mobile-gaming studio providing free-to-play puzzle, card, and casino products.

Sr. Game Designer - Vegas BLVD Slots, unreleased projects

- Found the fun through gameplay -- Independently developed dozens of rapid prototypes to quickly learn through play.
- Pitched published designs -- Shepherded designs from conception, through development, and into long-term maintenance.
- Lead Communication -- Clearly distributed information Engineers, Artists, Product Managers and Studio Directors.
- Wrote & maintained design specs -- Collaborated with all members of the development team to reach goals faster, together.
- Owned the design of gameplay systems -- Defined the goals, rules, and player-agency for game mechanics and features.
- Defined preliminary math models -- Established quantitative tuning criteria for features and mechanics to balance difficulty.
- Closely monitored competition -- Lead the production team's efforts to stay ahead of industry trends, and market direction.
- Personal Highlights: Leagues with User Persona System, Neon Nightlife, Real-world Rewards, Rapid prototyping

PLAYSTUDIOS | Burlingame, CA | 2015 - 2018

Independent studio providing the highest quality free-to-play mobile slot machines, with real-world rewards

Live Operations Game Designer - myVEGAS Slots, myKonami Slots

- Product Owner & Team Mgr -- Streamlined stakeholder decision pipeline; 4X faster design, acceptance and delivery timeline.
- Developed and delivered high-payoff game features -- marked lift in user engagement and monetization at launch.
- Led development of wireframes and playable prototypes -- accelerated development and lowered re-work of core game loops.
- Created KPI projection tool -- Transitioned 72 hour delayed reporting to "live" performance optimization with 99+% accuracy.
- Managed game economy -- Controlled game economy inflation to sync user lifetime progression design with in-game pricing.
- Conceived and designed limited-time & permanent key game features -- significant player engagement and financial lift.
- Personal Highlights: Adventure Quest, Bingo Quest, Dress Up Quest, Mega Lucky Scratch Card, and "The 10k iPhone guy."

MZ (MACHINE ZONE) | Palo Alto, CA | 2017

Industry leading company focused on Mobile Strategy MMOs

Associate Systems Designer - Game of War & Mobile Strike

- Hands-on real-time data design, input and management monitoring -- Live Ops exceeded monetization goals.
- Created unique content attributes management tools -- 2X increase in designer/QA efficiency and accuracy.
- Designed, built and published new game content on a rolling 12-24 hour release cycle -- Expanded Live Ops content daily.
- Monitored and responded to live player-base metrics -- Real-time resolution of player issues and optimized monetization.
- Designed & implemented new PVP mechanics -- Created multiple new monetization vectors increasing in-game sales.
- Designed & implemented cosmetic upgrades -- Created new premium ways for users to express themselves and their status..
- Designed & implemented expanded upgrade system -- Renewed demand for existing in-game content; lifted in-game sales.
- Personal Highlights: Research Sockets, Gear Set Glow Color, City-capture FX, Mini-game menu.

NAKED SKY ENTERTAINMENT | Los Angeles, CA | 2014 - 2015

Independent Development studio specializing in mobile games with high production value

Game Designer - Scrap Force & Max Axe

- Tuned the stats and mechanics for 100's of playable characters -- Studio's primary driver of long-term player engagement.
- Designed data-driven and scripted missions -- Solely responsible for comprehensive FTUE and Boss Fight missions.
- Designed and coded additional bonus modes & power-ups -- Revitalized a declining product with immediate player recapture
- Led game testing -- Studio lead for rapid game-play testing & balancing, design validation, and focus-group testing.
- Personal Highlights: Single player campaign, Boss battles, Card stats & abilities, Tuning data values, Narrative writing.

ART INSTITUTE OF ORANGE COUNTY | Santa Ana, CA | 2012 - 2015

Adjunct Instructor - Game Art and Design / Video Game Programming

ZYNGA | San Francisco CA | 2011 - 2012

Associate Game Designer - CastleVille, FrontierVille

NEOWIZ ENTERTAINMENT | Irvine CA | 2010

Mobile Game Designer - Ultimate Duel Poker

Education

University of Central Florida - FIEA | Orlando FL | 2009 - 2010

Masters of Science - Interactive Entertainment Design & Production

George Mason University | Fairfax VA | 2004 - 2008

Bachelor of Arts - Art & Visual Technology

Self-Published Titles

STELLA CAN'T HEAR | Godot | 2024

Point-and-Click platformer about a deaf dog; with leaderboards and rogue-like elements for replayability.

QUAD DROP | Unreal 4 | 2023

Block-dropping puzzle game similar to Tetris, or Lumines, but with more puzzles and custom music.