

Jennifer Dowding

Associate Producer + Game Designer

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Sunnyvale, CA

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(408) 813-8098

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About Me

I am an associate producer who specializes in content management and feature design for social and mobile games.

Skills

- Excels in team environments
- Offers creative solutions
- Knowledgeable in social game design
- Uses data and analytics to determine goals and success metrics
- Experienced in live ops and feature design for games over 1M DAU
- MS Office/Google Docs (Advanced)
- Adobe Soundbooth/Audition (Advanced)
- Adobe Premiere Pro (Advanced)
- Adobe Dreamweaver (Intermediate)
- Adobe InDesign (Intermediate)
- Adobe Flash (Beginner)
- Adobe Photoshop (Beginner)

Work Experience

Associate Producer

Disney's Playdom

Gardens of Time (Facebook version)

Studio 24

June 2011 - Current

- Acted as Content Manager on *Gardens of Time* during its most profitable period. Increased chapter release frequency from bi-weekly to weekly in Nov 2011.

- *Gardens of Time* won "Best Social Game" from GDC Online 2011 and "Most Popular Game of 2011" from Facebook.

- Began focusing on feature design in Dec 2011, where I improved on best practices, used proven mechanics and data analysis to improve the game's monetization, virality and retention.

Associate Producer

Client: Ubisoft Vancouver

Team Pwny Arcade

Facebook Social Game (Under NDA)

Jan 2011 - April 2011

- Led a team of artists and engineers in the design and production of improvements for an existing Facebook social game.

- Responsible for client communication, risk management, game design and documentation.

Game Director Intern

Client: Cirque du Soleil's One Drop

Foundation and the DeGaspe Beaubien Foundation

Operation H2O (Social Game Concept)

April 2010 - September 2010

- Summer internship as Game Director and Lead Communicator in the concept phase of a new social game.

- Responsible for game concept, managing production of prototype, and communication to the board of directors including executive members from Cirque du Soleil, One Drop, and the De Gaspe Beaubien Foundation.

Project Manager

Client: Microsoft and Fearless Frog Innovations

Nom Nom Rider (WP7 Mobile Game)

Team Yummy Cloud

September 2010 - December 2010

- Produced a mobile game outside of school, in a month, with a team of five. One of only two apps from B.C. approved for launch on the release date of the Windows Phone 7.

- Lead communication with Microsoft as we went through testing, launch and press, including promotion on MSN.ca and an interview on MSN's Health Tech Today.

- Ranked #2 in Family Games on the WP7 Marketplace during the holiday season.

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Related Experience

Events Coordinator and Office Manager

Scale Restaurant Group

May 2008-Sept 2009

First point of contact on executive events for Microsoft, McDonalds, Trump International, Cumis, Pepsi Canada, Mercedes-Benz, Molson, Coca Cola Canada and Venture Communications.

Coordinated corporate events by meeting with clients, clarifying their needs, handling details and communicating with internal staff.

Managed head office, acted as information "hub" for the company.

House Technician

University of Toronto

Summer 2006 & 2007

Provided daily technical assistance to production rentals at the Helen Gardiner Phelan Playhouse.

Worked with directors, hung and focused lights, assisted with programming and operation of shows while maintaining the integrity of the space and safety procedures.

Operated the Robert Gill Theatre as a 2008 Toronto Fringe Festival Venue, producing ten simultaneous productions in total.

Education

Masters in Digital Media

Centre for Digital Media

Graduating April 2011

Full-time, professional degree conferred by the University of British Columbia, Simon Fraser University, Emily Carr University of Art and Design and the British Columbia Institute of Technology.

Honours Bachelor of Arts

University of Toronto

2003 - 2008

Specialized in Theatrical Production, Direction, Theory and Performance.

Graduated with Honours, and awarded a scholarship for the highest cumulative GPA in the Drama program.

References

Available upon request.