{Cody Hard}

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Experience

linkedin.com/in/CodyHard   San Francisco, CA

Zynga, Inc. May 2016 – Present

Game Designer | Zynga Poker; Advanced Technology Group; Unannounced Mobile Simulation Game

- Designed features for Zynga Poker, including the player-beloved "Jackpot" feature which significantly improved ARPDAU.
- Concepted, prototyped, designed, & shipped multiple iMessage & Facebook Messenger games, including "Blackjack AF" & "Tanks", released as part of Zynga's Games with Friends iOS app.
- Successfully collaborated across disciplines through all steps of the feature design process, including: brainstorming, creating initial wireframing & exploring UX, pitching to stakeholders, prototyping.
- Led features & systems design for unannounced Simulation, RPG, & Puzzle titles for mobile & Facebook Messenger.

JuiceBox Games, Inc. Nov 2014 – Mar 2016

Senior Game Designer | StormBorn

- Balanced drop rates & combat difficulty based on revenue expectations for a PvE event template.
- Iterated on existing core features & balanced multiple systems based on both player & executive feedback.

Team Lead | HonorBound

- Managed a team of artists, engineers, & customer service, which reliably maintained cadence schedule.
- Exceeded projected revenue expectations by 30% by designing new content & limited time offers.
- Analyzed, projected, & utilized key performance indicators to inform content scheduling.
- Shared knowledge & collaborated with other project leads to improve planning for other game products.

Game Designer | HonorBound

- Designed & balanced core revenue drivers, including competitive events, new heroes, & hero abilities.
- Improved design pipeline by writing multiple shell scripts that reduced event creation time by 25%.
- Utilized Tiled & JSON to design, implement, & balance new isometric levels & combat encounters.
- Developed & implemented road map for designing & balancing heroes for content releases.

Zynga, Inc. Jul 2013 – Jan 2014

Associate Game Designer | CastleVille Legends

- Designed new features for content releases, which successfully increased player-to-player interactions.
- Increased player engagement & improved gameplay by designing & implementing UI overhaul for web version.
- Leveraged knowledge & proficiency with Unity3D & C# to implement front-end features.

Zynga, Inc. Jun 2012 – Sep 2012

Game Design Intern | New IP Mobile Game

- Collaborated with senior design team to redesign & polish core systems.
- Created visual resources & provided support to align members of a multidisciplinary team towards delivery of key production milestones.

Independent Projects

Marshmallow Mayhem Sep 2011 – Oct 2014

- Humorous 2D mobile platformer built in Unity3D; independently published for iOS, Oct 2014.
- Collaborated with other designers to create interesting level mechanics & gameplay.
- Implemented gameplay & environment-based level mechanics in JavaScript & C#.

SoulFront Sep 2012 – Aug 2014

- Multiplayer squad-based real-time strategy mobile game built in Unity3D.
- Designed core gameplay, balanced combat stats & skill systems, & led team to deliver on key milestone dates.

Education

Savannah College of Art & Design Atlanta, GA | B.F.A. Interactive Design & Game Development, 2009 - 2013.