

# ADRIAN WOODS • DIGITAL MEDIA DEVELOPER

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## PROFILE

### **25-year creative career spanning games, multimedia, and mobile with a focus on casual gaming.**

Talent for building genre-defining experiences from initial design to final deployment across a myriad of platforms. Extremely capable of performing several roles including programming, visual design/UI, concepting, animation, writing, audio design, game design, and management.

Success includes the creation of the Mystery Case Files brand, which ignited the growth of Big Fish Games from a headcount of 15 to over 300 employees, and inventing game mechanics that spawned hundreds of copycat titles. Self-published mobile game Escape the Hellevator featured by Apple.

## CAREER

JJ Safety LLC, Mesa, AZ  
*Safety and Compliance Auditing Strategies*  
**Software Developer**

2019 - Current

Working as web/full stack developer tasked with building large e-commerce platform. Using Angular 8 in addition to Firebase and other services.

Silver Oaks Communications, Moline, IL  
*Marketing and Communications*  
**Multimedia Developer**

2015 - 2019

Developed several touchscreen applications for museums, sports halls of fame, and welcome centers. Built full stack web applications using HTML5, Javascript, Firebase, Twilio and several other technologies.

- Programmed multi-touch presentations and games with Unity.
- Programmed a real-time voting application for the World Golf Hall of Fame.
- Animated marketing pieces and performed extensive R&D with new technologies including image and voice recognition, augmented and virtual reality.

Presence Labs LLC., Seattle, WA  
*Virtual Reality Startup*  
**Creative Director**

2014 - 2015

Provided creative concepts and solutions for virtual reality simulations. Performed extensive R&D with hardware, UI systems, and various best practices for the nascent technology.

- Developed storyboards and workflow for a small team of artists and developers working in an ambiguous startup environment.
- Rapid prototyping with Unity and Maya while overseeing external art development. Functioned as product producer, and attended dozens of VR meetups, conferences, and events.

Fezziwig Games, Seattle, WA  
*Mobile Game Studio*  
**Founder and Creative Director**

2013 - 2014

Founded Fezziwig with limited capital, and brought original adventure/puzzle game to market in nine months. Designed and produced Escape the Hellevator wearing every imaginable hat in terms of starting and operating a small game studio.

- Managed operations, hardware/software procurement, and technical troubleshooting for myself and contractors. Designed, prototyped, developed, and published a highly polished indie game using Unity, Flash and Scaleform.
- Handled all scripting, audio design, copy writing, and UI development while managing outside creative for trailers, photo shoots, and storyboards.
- Implemented software interfaces for publishing on App Store and Google Play storefronts including payment processing, achievements, and social hooks.

Big Fish Games, Seattle, WA  
*Game Publisher and Studio*  
**Director of Game Design**

2005 - 2013

Created and managed the Mystery Case Files brand that kicked off the hidden object craze within the PC/Mac casual space. Managed a team of artists, designers and contractors who produced almost all media for the series. Launched 10 titles on time while achieving over six million units sold across several platforms including desktop, mobile, console, and web.

- Crafted game engines and original game mechanics while providing audio, art, and effects assistance. Scripted award-winning game copy. Organized and oversaw video shoots and voice over for live-action content. Highly involved with player community.
- Designed, scripted and animated hundreds of puzzles and prototypes while working closely with art leads and upper management. Integral to studio planning and processes.
- Managed studio research and development. Liaised with biz-dev, marketing, Q/A, and localization teams. Routinely tasked with vetting prospective hires.

Silver Oaks Communications, Moline, IL  
*Marketing and Communications*  
**Multimedia Developer**

1996 - 2005

Tasked with design and development of dozens of award-winning games, kiosks, marketing, and educational products for clients including John Deere, McGraw-Hill, and Herman Miller.

- Designed, developed, and marketed casual Mac/PC word game Chatterblox.
- Gained expert-level proficiency with common media creation applications and acquired A+, Network+, and Excel certifications. Attended evening classes to expand coding knowledge.
- Illustrated office furniture, maintained client hardware, and built dynamic data-driven web applications. Worked directly with clients to scope and budget projects in addition to many other responsibilities.

## AWARD WINNING TITLES

### **Chatterblox**

*Original Mac/PC casual word game published by Silver Oaks Communications*

- \* Designed, prototyped, coded, and produced game in Director by myself.
- \* Coded back-end systems with PHP and MySQL.

### **Mystery Case Files: Huntsville**

*Genre-defining Mac/PC casual hidden object game series for Big Fish Games*

- \* Series concept, creation, and acting brand manager.
- \* Designed and coded in Director by myself in addition to working with one artist.
- \* I produced sound design and oversaw music production for the entire series.

### **Mystery Case Files: Prime Suspects**

*Mac/PC casual hidden object game*

- \* Designed and programmed in Flash and Director by myself and one artist.
- \* I produced all writing and narrative direction for the series, including marketing copy.

### **Mystery Case Files: Ravenhearst**

*Mac/PC casual hidden object game*

- \* Designed and programmed in Flash and Director by myself and small art team.
- \* This title introduced original, Rube Goldberg-esque puzzle design.
- \* I did all 2D animation and most visual effects for the early games in the series.

### **Mystery Case Files: Madame Fate**

*Mac/PC casual hidden object game*

- \* I created original artwork and scripted physics-based puzzle mechanics.
- \* I've overseen the user interface art and systems for each game.

### **Mystery Case Files: Return to Ravenhearst**

*Mac/PC casual hidden object game/puzzle adventure game*

- \* I designed and coded this game and was supported by five artists.
- \* I produced art for puzzles in Photoshop, Illustrator, After Effects, and Maya.
- \* Introduced a slide-show navigation component.

### **Mystery Case Files: Dire Grove**

*Mac/PC casual hidden object game/puzzle adventure game*

- \* Oversaw R&D and managed game design and development.
- \* Handled all porting, assisted in testing, localization, and post-launch issues for most titles.

### **Mystery Case Files: 13th Skull**

*Mac/PC casual hidden object game/puzzle adventure game*

- \* Oversaw team of 12 iterating on the series annually without missing a ship date.
- \* Created and integrated strategy guides and hint systems for most games.

### **Mystery Case Files: Escape from Ravenhearst**

*Mac/PC casual hidden object game/puzzle adventure game*

- \* Assisted external stake holders to produce a series of MCF Harlequin Novels.
- \* Worked directly with biz-dev, upper management, marketing, and social leads.
- \* Tasked with vetting new studio talent.

### **Unreleased Mystery Case Files Mobile Game**

*Mobile free to play for iOS and Android*

- \* Designed UI frameworks, core loops, prototyping, R&D, etc. for IAP-centric mobile title.

## **Mystery Case Files: Millionheir & The Malgrave Incident**

*Nintendo DS & Wii*

- \* Brand owner and game design assist for both console and hand-held titles.
- \* Worked closely with Nintendo of America & third party developers to produce original content.

## **Escape the Hellevator**

*Mobile free to play adventure game for iOS and Android*

- \* Developed indie title in Unity and Flash by myself and one contract artist.
- \* Managed all game, and non-game related aspects of running a small studio.
- \* Implemented payment processing and social functionality.
- \* Marketed and published simultaneously on App Store and Google Play.
- \* Game featured by Apple for Best New Games.
- \* Ranked within Pocket Gamer's top 7 mobile escape games.

## **GrooVR Virtual Reality Music Visualizer**

*iOS, Android, Mac/PC*

- \* Acted as creative director, artist, and producer.
- \* Tasked with researching all aspects of virtual reality including HMDs and VR camera technology.
- \* Closely involved with Seattle's VR startup scene via meetups and conferences.

## **HARDWARE/SOFTWARE PROFICIENCY**

- \* Photoshop, Illustrator, Animator/Character Animator, Audition, Premiere, Maya, UVLayout, etc.
- \* Flutter, React, Angular, HTML5, JavaScript, Firebase, Twilio, NodeJS, Unity/C#, Flash/Actionscript.
- \* Source control (Perforce, Git, SVN), Agile tools (Pivotal Tracker) & bug tracking utilities.
- \* Very comfortable with development and publishing on Mac/PC, Android, and iOS hardware.
- \* Extremely capable and eager to learn new technologies.

## **EDUCATION**

Black Hawk Community College <i>Moline, Illinois</i> <b>Continuing Education for Programming</b>	2003 - 2005
University of Northern Iowa <i>Cedar Falls, Iowa</i> <b>Bachelor of Arts in Graphic Design</b>	1992 - 1995
Scott Community College <i>Bettendorf, Iowa</i> <b>Associate of Arts in Graphic Design</b>	1992 - 1995

## **CONTACT**

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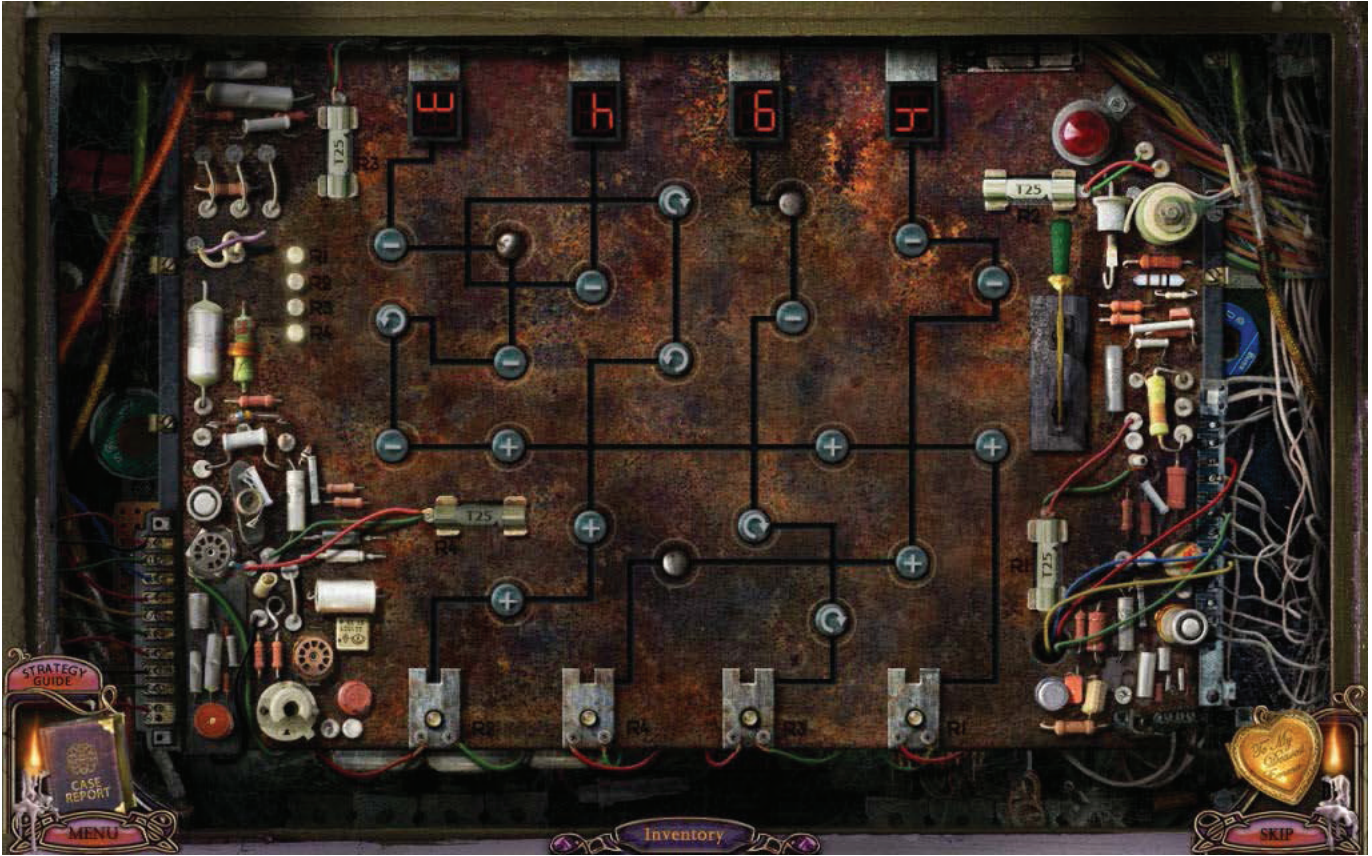
I designed and developed the Mystery Case Files series for Big Fish Games.







Original artwork for puzzles. I've designed, scripted, and animated well over 100 puzzles.







Background in game engine development, audio and visual design.







Unity, C#, Maya, Mobile app development and publishing.







Touchscreen kiosks, educational games, training simulations, etc.

