

Simon Ferrari

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EXPERIENCE

Business Manager, Shinra Technologies (Square Enix Holdings)

New York, NY: May 2015 – January 2016

- partnering with game developers to produce new multiplayer experiences for the cloud
- strategic planning on business models, developer resources, and community growth
- organizing events, media, and communication for the U.S. technical beta community
- liaising between Montreal-based engineering team and Tokyo-based JP business office
- Projects: Shinra Game System, Codename: Corsairs, Codename: Carbon

Business Development & Developer Outreach, Indie Fund

San Francisco/New York: May 2014 – May 2015

- helping developers refine their budgets, set reasonable schedules, and stay happy/fed
- scouring game jams, universities, and game festivals for projects worth funding
- building internal pitch decks so developers don't have to take time away from their work
- assessing design prototypes and business plans for culture fit, marketability, and fun
- connecting developers within the Fund to new platforms, partners, and best practices
- Projects: Her Story, The Flock, Soft Body, Manifold Garden, Future Unfolding, Due Process

Independent Games Producer

New York, NY: May 2014 – Present

- planning and budgeting, business development, and playtesting/QA services
- marketing and release support, including press relations and social analytics
- in 2014 and 2015, assisted Joel McDonald with the release of Prune (mobile)
- Prune earned TIME Magazine's 2015 GOTY and Apple's own iPad GOTY

Co-Chair, IndieCade East

Los Angeles/New York: August 2013 – Present

- two years as eSports Curator, now leading the entire east coast team
- managing tech, logistics, and content teams for yearly events in New York and LA
- estimated live audience of 5,000 players and spectators, plus online viewers
- as eSports Curator, organizing a showcase featuring 6-8 competitive videogames
- producing community events and marketing materials in the off-seasons
- teaching staff how to set-up, maintain, and utilize live-streaming tech

SKILLS

Scrum, Photoshop, Final Cut, Git, JIRA, Content Management Systems (various), Social Media Management (various), Google tools, and MS Office (of course)

EARNED DEGREES

Georgia Institute of Technology

August 2008 – May 2010

M.Sc., Digital Media (with a focus in game design and criticism)

Cumulative GPA: 4.0 / 4.0

University of Georgia

August 2002 – May 2006

B.A., Philosophy & Film Studies (double major)

Cumulative GPA: 4.0 / 4.0

Summa Cum Laude, Foundation Fellowship, and Phi Beta Kappa

COMMUNITY HONORS AND PUBLIC SPEAKING

MFA Incubator Advisory Board, New York University, 2015-2016

Judge, Global Game Jam – New York University, 2015-2016

Organizing Committee, Different Games Conference, 2014-2016

Judge, Independent Games Festival – Main Festival, 2011-2014

Jury, Different Games Conference, 2014-2016

Jury, Independent Games Festival – Student Showcase, 2011-2013

Jury, Games for Change Festival Awards – Knight Newsgame Award, 2011

Judge, IndieCade – Main Festival, 2010-2016

“The Video Ecosystem for Games and Game-related Content.” New York Media Festival, New York, NY, 8-9 October 2015

“DeFragging eSports: The Importance of Being a Good Sport.” Digital Games Research Association, Atlanta, GA, 26-29 August 2013.

“Games as Commentary.” IndieCade East 2013, New York, NY, 16 February 2013.

“Twitter as a Platform for Game Design?” Foundations of Digital Games, Raleigh, NC, 30 May 2012.

“Data Journalism: New Tools and New Challenges for Accessing Information.” Yale ISP Data Journalism Symposium, New Haven, CN, 9 March 2012.