

Justin PRATE

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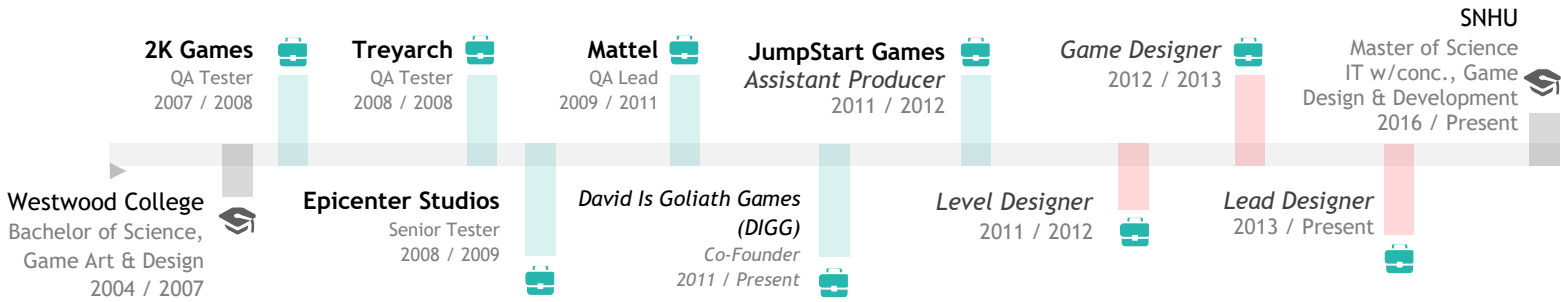
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Professional timeline

Education / Certificates Work Experience New Role Within Studio



About me

I am a Game Designer. I'm looking to continue on my path in Design to advance my career growth and realize even greater value for my employer. In over ten years in Gaming, I've evolved from a QA tester in a publisher house to the Lead Designer in-studio at my current role at JumpStart (JS) Games. Today, my demonstrated success, breadth of agility, and on-time delivery of team management and projects has transitioned me from a Level Designer to the Lead Designer. My game experience ranges from smaller scale puzzle games to larger MMORPGs, all within the Unity3d Game engine. My leadership experience ranges from managing a Design team of 10 and up to six simultaneous different projects. Under my own studio brand, I have released two mobile titles where I have gained experience in the entire process of game development. I am passionate about the business of making games.

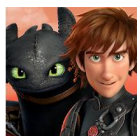
Skills

- UNITY 3D
- PERFORCE
- SOURCE TREE
- LUCIDCHART
- HOCKEY APP
- ILLUSTRATOR
- PHOTOSHOP
- JIRA
- MACHINATIONS
- REDMINE
- GOOGLE DEVELOPER CONSOLE
- TRELLO
- MICROSOFT PROJECT



JS - NEOPETS LEGENDS & LETTERS

- Casual Mobile Game – target age 18 +
- Design Lead
 - o Owned Concept to Prototype to Release
 - o System design, game mechanics, economy design
- Initial UI design through wire frame mock ups
- Successfully managed project through green light phase



JS - SCHOOL OF DRAGONS (SOD)

- Design Lead and Co-Creator
- 6 years on project
- 210K DAU, 5M MAU, 20K monthly members
- Multiplatform game (same account, same game)
- Conceptually designed squad tactics game to be implemented to improve core game loop
- Doubled session play time for players that play the game mode (23mins to 58 min sessions)
- Squad tactics game increased conversion of its players from 9% to 35%
- Doubled revenue over prior year



DIGG - COLORS ON THE BRAIN

- Independent game studio project (2-person team)
- Conceptualized brain training mini game
- Based on concept of the Stroop Effect
- Localized in 17 languages
- UI art design
- Game design
- Project management

Career highlights

- **RETENTION:** Improved session time in School of Dragons (SOD) up 50%
- **COLLABORATION:** Created the work flow and process for design team for improved studio teamwork and results
- **INCREASED REVENUE:** Doubled sod's game revenue in one year, item sales and improved core game loop
- **SCOPE OF PRODUCTION:** Lead designer on one of the first games to be truly the same cross platform game
- **PROCESS IMPROVEMENT:** Led the team tasked with creating a new agile development process for game studio
- **MULTI-PLATFORM:** Released over 20 games on multiple platforms – PC, console, mobile
- **LEADER:** Sought for guidance and professional opinion
- **PLAYER CONVERSION:** New Game mode created in sod converted players resulted in 3X more play than other games in sod
- **INNOVATIVE:** Created a process to get prototype games greenlit by the studio
- **GO-TO-MARKET DESIGN:** Concept to release design experience on multi-platform games
- **UX:** Independent consultant for user experience on two mobile games
- **CREATIVE:** Founded an indie game studio and released two mobile games

JumpStart (JS) highlights

- Monetization designer on top title - increased revenue by \$250k
- Analyst on live game environment to convert nonpaying players to paying players and increase session times
- Design manager hiring, leading, and mentoring others (up to 10+) on multiple projects
- Project manager working across teams to ensure right resources, assignments for roles, goals met, roadblocks removed, and decisions are informed for future games
- Design work improvement support by working with designers to refine their game loops and designs, providing feedback
- UX design improvement by reviewing features in-game and providing feedback
- VR design on multiple projects (3 – educational lab, pet care, choose your own adventure)
- Project communication and deadlines met by updating stakeholders on milestone status
- Project management delivery by driving the completion of project goals, bridging teams and communication, facilitating creativity and ideas, and ensuring profitable results