

Please see my full resume at <https://producer.zedarius.com>

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## **Danny Olefsky**

### **Producer / Data Analyst / Audio & Video Producer**

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With over 12 years of experience in various roles in the video game industry, building AR experiences at Apple, and making award-winning videos and music, I have a well-rounded skill set and perspective. As a producer, I excel at facilitating collaboration on cross-functional teams. Supported people do better work -- I help teams succeed by deeply caring about the humans as much as what we're building.

### **Apple (10/2019 - Present)**

#### **Interactive Producer, Augmented Reality**

- Own backlog prioritization and coordinate development of a public-facing AR project.
- Manage relationships with multiple external vendors.
- Drive collaboration and communication across multiple business units.

### **Iron Tiger / NCSoft (03/2017 - 10/2019)**

#### **Data Analyst (01/2019 - 10/2019)**

- Guided executive decision making by providing actionable insights and data dashboards.
- Analyzed quantitative user behavior, leading to product optimizations that raised tutorial completion by 30% and day 1 retention by 7%.
- Designed aggregate tables to increase query efficiency.

#### **Project Manager (03/2017 - 01/2019)**

- Scheduled and managed all content development pipelines.
- Managed a cross-functional pod responsible for a core gameplay.
- Identified and visualized project dependencies and developed risk mitigation strategies.
- Enabled coworkers to self-manage tasks by customizing Jira workflows to specific needs.

### **The Vocal Company (10/2014 - 12/2016)**

#### **Audio/Video Producer**

- Produced over 50 videos and 40 songs for clients worldwide, earning multiple awards and placements on compilation albums.
- Implemented Asana and trained coworkers on how to balance many projects at once.

## **JuiceBox Mobile (06/2014 - 09/2014, contract)**

### **Production Consultant**

- Implemented Jira to help the team organize tasks.
- Led daily standups to keep the team focused and communicative.
- Managed staggered releases across iOS and Android.

## **PopCap Games, after acquisition of ZipZapPlay**

### **Associate Producer (02/2012 - 11/2013)**

- Led a cross-disciplinary Scrum team of ~7 people through 10+ sprints (2-3 weeks each). Delivered features on time, meeting expectations defined by product owners.
- Guided the studio through a switch from Scrum in pre-production to Kanban for the push before release. Identified, prepared, and customized task tracking software.
- Supported more than 45 hotfixes, which included identifying critical bugs, balancing fixes with feature development, and ensuring a successful release.
- Oversaw coordination with the Audio team in Seattle to design, create, and implement over 160 sound effects and music tracks in our game.

### **Product Manager (05/2010 - 02/2012)**

- Redesigned how metrics are recorded so events could be more easily tracked, processed, and analyzed.
- Defined key metrics on a per-feature basis, and produced postmortems to evaluate how they performed.
- Managed the virtual store; priced items and used marketing techniques to increase in-game spending.
- Optimized the tutorial funnel, increasing completion by over 10%.
- Spearheaded the implementation of a virtual currency to increase spending.

## **WonderHill (11/2009 - 03/2010, contract)**

### **Associate Producer**

- Designed the economy of two Facebook titles.
- Wrote and maintained game design documents.
- Designed and created sound effects.
- Analyzed top Facebook games to identify trends and best practices.

## **LiquidFyre Games, LLC (09/2007 - 07/2009)**

### **Co-Founder/Jack of all trades**

- Defined and implemented game front-end using CSS and PHP.
- Responsible for game design, game balance, and virtual store itemization/pricing.
- Acted as primary community manager, handling user complaints, suggestions, and curating our forum.

- Managed outsourcing, including icon design and custom interactive map.

**Likes:** Electronic music, livestreaming, a cappella, video games, dogs, driving in the snow, making spreadsheets, sloths, bubble tea, unplanned adventures, long road trips, educating, learning new things, building IKEA furniture, tracking packages, hiking.