

SETH SIVAK – DESIGN DIRECTOR

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PROFESSIONAL EXPERIENCE

Executive Producer - Unannounced Mobile Title

Zynga Boston, Cambridge, MA

June 2012 - October 2012

- Led and managed a team of 18 people
- Pitched the game to the executive staff
- Developed the schedule, budget and P+L
- Produced the team on a daily basis
- Responsible for the product roadmap
- Built and designed features and gameplay
- Helped develop revenue and user engagement models
- Wrote code

Lead Game Designer - Indiana Jones Adventure World

Zynga Boston, Cambridge, MA

August 2010 - June 2012

- Held the creative vision for the game
- Built prototypes for new gameplay and features
- Responsible for gameplay, puzzle, and narrative design
- Managed a team of six content designers and a writer
- Developed content creation and production plan for the live team
- Managed working relationship with Lucasfilm
- Built maps in a custom tool and wrote code

Adjunct Professor - School of Creative Industries

Northeastern University, Boston, MA

January 2009 - Present

- Developed curriculum and teach classes including: Graduate Game Design, Graduate Game Technology Lab, Graduate Thesis Advisor, Level Design, Programming for Creative Technology, Games and Society

Gameplay Engineer

Conduit Labs, Cambridge, MA

January 2009 - August 2010

- Designed, developed and built Music Pets, an early Facebook game
- Designed, prototyped and implemented new games for LoudCrowd.com
- Developed new user experiences for meta-game and social content
- Acquired in August of 2010 by Zynga

Creative Technology Intern - Blue Sky Creative Technology Group

Walt Disney Imagineering, Glendale, CA

Summer 2008

- Developed new shader framework to enhance graphical quality of pre-visualization simulations
- Prototyped numerous special effects and experiences
- Responsible for deployment of new design and display tools and technologies

PUBLISHED AND PRESENTED WORK

Indiana Jones Adventure World Postmortem

Game Developer Magazine, May 2012 Issue

Spring 2012

Indiana Jones Adventure World: Making Core Gameplay for Everyone

Game Developers Conference 2012

Spring 2012

EDUCATIONAL EXPERIENCE

Carnegie Mellon University, Entertainment Technology Center, Pittsburgh, PA

May 2009

Master of Entertainment Technology: a cross-disciplinary master's degree focused on experimental group projects

Jointly conferred by the School of Computer Science and the College of Fine Arts

Teaching Assistant: Programming - Building Virtual Worlds (Fall 2008)

Northeastern University, Boston, MA

May 2007

Bachelor of Science in Mechanical Engineering, GPA : 3.6