

# **W. Thomas Grové**

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## **Summary:**

Over ten years of creative industry experience, including seven years in the video game industry as a designer, producer, marketer, and business developer.

Specializing in the development of new IP, scenario planning, pitch development, creative direction, document writing and layout, problem solving, and the design and implementation of core mechanics, control schemes, usability, combat, and AI.

## **Work Experience:**

### **Unity Technologies: San Francisco, CA; July 2009 – October 2010**

#### **Marketing Communications Manager**

- Responsible for Unity's break out presence at GDC 2010 including event budget, booth direction, conference/union logistics, personnel logistics, inter-company demo trades, and content.
- General MarCom: Represented Unity at industry events, evaluated event sponsorship and exhibition opportunities, product demonstrations, collateral and advertisement creation (including copywriting, graphic design, layout, and video production), copywriting and copyediting for press releases, newsletters, blogs and articles, and point person for marketing inquiries.
- Products Launched: Unity iPhone 1.5, Unity 2.6, Unity iPhone 1.5.1, Unity 2.6.1, Unity Asset Server 2.0, Unity iPhone 1.6, Unity iPhone 1.7, and Unity 3.0.
- Spearheaded Unity's first Japan strategy and official excursion into the Japanese market; issuing Japanese press releases, creating online and print marketing collateral, and leveraging contacts to secure and promote a packed week of meetings and standing room only presentations including the Tokyo Ginza Apple Store, a booth and session at CEDEC, and business meetings with 24 Japanese game companies.
- Succeeded in promoting Unity out of relative obscurity and into an industry staple; registered users went from 10,000 to 250,000 during my time with the company.

### **Sirlin Games: Emeryville, CA; March 2005 – August 2010**

#### **Co-Creator: Yomi**

- Significant contributions to graphic design, usability design, and mechanics design
- Created the card data flow and formatting pipeline, automating Indesign with XML and Javascript
- General production and business development: processed art assets, sourced printers, printed beta decks, and set up meetings with potential publishers and licensors

### **Core Talent Games: San Francisco, CA; September 2008 – December 2009**

#### **Co-Founder, Chief Creative Officer**

- Co-conceived the venture; laying strategic ground work and conducting competitive analysis during the planning phase prior to incorporation (April-September, 2008)
- Reviewed design submissions, scouted design talent, helped shape CTGs evolving strategy, and engaged in general business development

### **SEGA Studios: San Francisco, CA; March 2009 – July 2009**

#### **Game Designer**

- Enemy systems designer for Iron Man 2 (PS3, 360) – Defined the enemy archetypes and sub types and implemented weapon and AI behaviors from early production until systems complete

### **Studio Interrupt: San Francisco, CA; April 2008 – February 2009**

#### **Freelance Game Designer**

- Provided game and usability design consultation to Disco Pixel, Mastiff, Mighty Play, Sirlin Games, and BAVC

### **Stormfront Studios: San Rafael, CA; February 2007 – March 2008**

#### **Game Designer**

- Shipped: The Spiderwick Chronicles (PS2, 360, Wii, PC) – responsible for all character control, combat, and ai. Additional contributions to core mechanics, quests, and scene flow
- Involved in preproduction design for three unannounced games (1\*360/PS3, 1\*Live Arcade/PSN, 1\*Wii)

**Backbone Entertainment: Emeryville, CA; August 2005 – February 2007**  
**Game Designer**

- Shipped: Capcom Classics Collection (PS2, XBOX), Capcom Classics Collection Remixed (PSP), Capcom Classics Collection Vol. 2 (PS2, XBOX), Sega Genesis Collection (PS2, PSP)
- Additional Contributions: Super Puzzle Fighter II Turbo HD Remix (PSN, XBLA), Super Street Fighter II Turbo HD Remix (PSN, XBLA), SEGA Vintage Collection (XBLA), Commando 3: Wolves of the Battlefield (PSN, XBLA), 1942: Joint Strike (PSN, XBLA)
- Involved in all aspects of pitch development and preproduction including art direction, document creation, gameplay design, and scenario planning for ten games (2\*PS3/Xbox 360, 2\*PSP, 5\*Live Arcade/PSN, 1\*DS)

**Shaba Games: San Francisco, CA; May 2005 – August 2005**  
**Game Analyst**

- Shipped: Shrek SuperSlam (PS2, XBOX, Gamecube) – analyzed and wrote reports concerning the design and balance of the game’s characters, weapons, core mechanics, and levels; created a bonus stage for the game’s Challenge Mode

**“Breakerz” MFA Project: San Francisco, CA; July 2004 – December 2004**  
**Game Designer, Art Director**

- Conceptualized the game, wrote the game design document, and set a consistent and appealing aesthetic style
- Executed the entire production pipeline including character designs, environment design, modeling, texturing, character setup, animation, scene integration, interface design, sound design, and compositing

**Studio Interrupt: Columbus, OH; Colombo, Sri Lanka; May 1998 – August 2003**  
**Freelance Producer, Film Maker, & Designer**

- Shot, directed, and edited award winning documentaries and experimental films
- Shot video and produced DVDs for clients including Opera Columbus, JICA, and Master Mollica

**Mythryn: Evanston, IL; March 2000 – July 2001**  
**Interactive Media Designer**

- Developed extensive HTML and Flash based websites and CD-ROMs
- Created 2D and 3D graphic design and animations
- Integrated design, animation, and scripting elements into interactive projects for web and CD-ROM delivery

**Software Experience:**

**3D**

- 3D Studio Max
- Maya
- Motionbuilder
- Softimage 3D
- Rhinoceros 3D

**Interactive**

- Unity
- Flash
- Dreamweaver
- Director
- DVD Studio Pro
- Encore DVD

**2D**

- InDesign
- Photoshop
- Illustrator
- Freehand
- Fireworks
- Flipbook Pro
- Audio**
- Cubase
- Audition/Cool Edit Pro
- ProTools
- Renoise Tracker
- Ableton Live

**Video**

- Final Cut Pro
- Premiere
- After Effects
- Motion
- Avid
- Programming**
- proprietary AI systems
- C#
- JavaScript
- HTML/PHP/CSS
- MEL

**Business & Production**

- Microsoft Office Suite
- Google Docs
- Google Analytics
- Keynote
- Perforce, SVN
- Filemaker Pro
- MediaWiki
- Wordpress

## **Awards For Media Works Created:**

### **SICACA, Vol. 1:**

- Character design selected for publication and exhibition at the first Seoul International Character Animation Cartoon Artist Invite Exhibition, Seoul, Korea, 2006

### **Sega Genesis Collection:**

- Gamespot Reader's Choice Awards, Best Classic Compilation, 2006
- 96%, Retro Gamer Magazine

### **The Quality of Music:**

- Official Selection: Dallas South Asian Film Festival , Irving , Texas , 2002
- Honorable Mention: Columbus International Film and Video Festival aka The Chris Awards , Columbus Ohio , 2002

### **Mythseekers: Waiting for the Phantom Menace:**

- Best Student Film: Crossroads Film Festival , Jackson Mississippi, USA 2000
- Runner Up; Documentary: Flicker Film Festival , Northwestern University, 2000
- Honorable Mention; Student Film: Communicator Awards 2000

### **Motion Sickness:**

- Best Experimental Film: Flicker Film Festival , Northwestern University, 2000

## **Education:**

### **Academy of Art University: San Francisco, California; Autumn 2003 – Spring 2005**

#### **MFA Candidate: Video Game Design**

- Artwork selected for the 2004 Spring Show
- Training in traditional art, 3D CG, and game design

### **Northwestern University: Evanston, Illinois; Graduated June 2001**

#### **BS: School of Communication; Department of Radio, Television, and Film**

- Dean's List for Academic Achievement
- Four years of film theory and practical hands on application
- Three years of Eastern philosophy
- One and a half years of Japanese language
- Music technology: synthesis & electronic music composition
- Taught classes in web design, graphic design, and interactive design

### **The Ohio State University: Columbus, Ohio; Autumn 2002**

- Attended Japanese language classes as a Continuing Education student

### **Innerspace Adventures: Singapore; Autumn 2001**

#### **PADI Dive Master Apprenticeship**

- Lead groups of scuba divers in Malaysia, Indonesia, and Singapore: responsible for their whereabouts and safety while on the boat and in the water
- Assisted in the education and certification of PADI Open Water and Rescue Diver Students; prepared and maintained students' equipment

## **Additional Experience:**

### **Video Game Industry:**

#### **Game Developers Conference (GDC) attendee; 2003-2010**

- Co-designed the inaugural East Meets West Reception (GDC 2005)

#### **IGDA, San Francisco Chapter**

- An active member since 2003 and a co-organizer since Autumn 2007

#### **Game Developer Magazine, Gamasutra, Game Career Guide, Develop**

- I occasionally write for these publications

#### **Bay Area Video Coalition; Next Generation; Digital Arts and Gaming**

- Developed the inaugural curriculum (2008) for this after school program for public school children
- Taught the inaugural semester; introducing high school students to game development

#### **Academy of Art University**

- Frequent guest lecturer; critiquing final projects and imparting career advice and design philosophy

### **Life:**

#### **Extensive world travel and cultural exposure:**

- **Americas** – USA, Canada, Mexico, Belize, Grand Cayman
- **Europe** – England, Portugal, Spain, Germany, Austria, Hungary, Slovakia, Denmark
- **Africa** – South Africa, Swaziland, Botswana, Namibia, Zimbabwe, Zambia, Mozambique, Ethiopia, Tanzania
- **Asia** – Japan, Korea, China, Hong Kong, Singapore, Malaysia, Indonesia, Vietnam, Sri Lanka, Maldives

#### **Intensive Bush Survival Training Course** – Ndzalama Game Reserve, Northern South Africa

#### **Summited Uhuru Peak, Mt. Kilimanjaro** – Successfully made it to the “Roof of Africa”

#### **Scuba Diving** – PADI Open Water, Advanced Open Water, Medic First Aid, Rescue Diver, Night Diver, and Dive Master certifications

#### **Acting, Voice Acting, and Singing** – Both professional and community based ; performed many lead roles and earned the title of Honor Thespian

#### **Zen** – 13 years of kung fu and snow skiing, several years of kendo and rock climbing, and ongoing formal training in Zen, Zen meditation, and yoga

### **Music:**

#### **89.3 FM WNUR Evanston/Chicago** – DJ and Host of “Grover’s Groove” on Streetbeat, 1998-2001

#### **Promotion of large electronic music events for Dronetek and Streetbeat (WNUR)** – Responsibilities included flyer design, booking talent, arranging transportation, and reserving locations

#### **Interrupt Audio: “Shattered Sound”** (a limited edition audio CD) – Contributed four of the twelve songs, designed the disc and cover art, mastered the disc’s audio, and managed the disc manufacturing, distribution, and online sales

#### **Niteskool: “Volition”** – Planning Committee member for the 1999 Northwestern University Niteskool Audio/Multimedia CD. Contributed one song to the compilation and authored and designed the entire multimedia section of the CD

### **Part-Time Work Experience:**

#### **Film Council of Greater Columbus** – Responsibilities included database and website management, public relations, and film festival administration

#### **Screenz: Digital Universe** (internet café) – Taught classes in Photoshop and Illustrator, manned the cash register, and made cappuccinos

#### **Northwestern University’s Kellogg Information Services** – Computer education, repair, and troubleshooting

#### **Magic Box Editorial** – Video Editing Internship