

# Mike Sweeney

email: mikesweeney29(AT)gmail(DOT)com  
www.77broadway.com

## OVERVIEW

### CAREER

A creative visionary, with experience in product management, game and interactive design, production, and project management.

#### SKILLS

- Product Management
- Production/Project Management
- Team Leadership
- Writing
- Vision

#### PLATFORMS

- Mobile - Android, iOS, Windows, S60
- PC - Web, Download, MMO
- Social - Facebook, FourSquare, Twitter
- Console - Nintendo, Microsoft, OUYA

## EXPERIENCE

### **World Wrestling Entertainment – WWE (Stamford, CT) 2013**

WWE is a leader in entertainment across numerous media, including television, digital, and film.

#### **Product Manager - Social, Mobile, and Games**

Worked with internal teams and directed external teams during the development cycles of games and mobile products, analyzed and made recommendations of product features, platforms, and vendors.

- Owned decisions based upon analytical data for games and applications
- Maintained compliance of Facebook platform changes during product lifecycles

**WWE Superfan Showdown** (Facebook Game) - Product Manager

**WWE Community Apps** - Product Manager

### **ToonUps Inc. (Wayne, PA) 2010 to 2012**

ToonUps Inc is a developer of cause-based Free-to-Play social games and applications for Facebook

#### **Senior Game Designer, Producer, Scrum Master**

Created and maintained game documentation wiki, designed in-game systems, features, and tutorials, designed and balanced in-game economy and ranking, ran daily SCRUM stand-up meetings, planned development sprints, wrote in-game and social media copy, oversaw update asset deployments to the live game

- Lead in-house and external creative and development teams
- Designed and Balanced features based upon user metrics and analytical data
- Used analytical data to increase retention rates and increase DAU/MAU%
- Responsible for a vast majority of in-game monetization
- Designed in game systems and mini-games
- Lead mobile initiatives for **A Better World**
- Adjusted the game to incorporate Facebook Platform changes

**A Better World** (Facebook Game) – Game Design, Producer (2010)

**Giving Thanks** (Facebook Preview App) – App Design (2010)

### **Slingo Inc. (Hackensack, NJ) 2005 to 2009**

Slingo Inc is a publisher and developer of Casino and Casual Games for various platforms

#### **Producer, Lead Game Designer**

Created game concepts, oversaw the production of internally developed titles, wrote design documents, supported the marketing team for promotion of games, maintained the brand style guide while working with external partners.

- Brought 18 titles from concept to completion
- Designed the Company's top played new online game for 2006, 2007, and 2008
- Led in-house creative team
- Utilized both Agile and Waterfall methodologies during production
- Spearheaded company's mobile initiatives
- Designed badge and other community systems of Slingo.com

**Bingo Kingdom** (Web Game) – Game Design, Sound Design, Producer (2009)

**The Slingo Super Cube** (Web Game) – Game Design, Sound Design, Music, Producer (2009)

**Slingo Quest Web** (Web Game) – Game Design, Sound Mix (2009)

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**Slingo Mystery** (PC – Downloadable) – Game Design (2009)  
**Slingo Quest** (Nintendo DS) – Game Design (2008)  
**Merry Poppings** (Web Game) – Game Balance, Sound Design, Music (2008)  
**Sling-Do-Ku** (Web Game) – Game Design, Sound Design, Producer (2008)  
**Lyssti** (Web Game) – Game Design, Sound Design, Music, Producer (2008)  
**5 Card Slingo Poker Adventure** (Mobile) – External Producer (2008)  
**Slingo 4000P** (Video Lottery Terminal) – Game Design (2007)  
**Slingo Quest Hawaii** (PC – Downloadable) – Game Design (2007)  
**Slingo Mahjong** (Web Game) – Game Design, Sound Design, Producer (2007)  
**Questions About Stuff** (Web Game) – Game Design, Sound Design, Producer (2007)  
**Slingo Quest** (Mobile) – External Producer (2007)  
**5 Card Slingo** (Interactive Television) – External Producer (2007)  
**Slingo Classic** (Interactive Television) – External Producer (2007)  
**Slingo Classic – AOL** (Web Game) – Game Design, Producer (2007)  
**Pokee** (Web Game) – Game Design, Producer (2006)

## Freelance 2001 – Present

Freelance work has included speaking engagements about the Game Industry and Casual Game Industry, zlocalization review of International MMO content, level design, consulting, aggregating content for a Nokia OVI and Google Play publisher, and web and mobile app production for ad agencies.

**Kardashian Katch-Up** (Mobile Application) – Producer, Content Aggregator (2012)  
**Red Bull New York** (Mobile Application) – Producer, Content Aggregator (2012)  
**NYC Game Industry App** (Mobile Application) – Producer, UI Design (2010)  
**My Life In The Trenches App** (Mobile Application) – Producer, UI Design (2010)  
**Betty Crocker Sweet Sensations** (IOS Application) – Producer (2010)  
**Caught On Camera** (Festival Game/Come Out And Play Entrant) – Game Design, Producer (2010)  
**LyoPlasm** (Flash Game/2009 Philly Game Jam) – Game Design, Sound Design, Producer (2009)  
**Gamestar Magazine: Serious Sam Second Encounter Bonus Add-On Pack** (PC) – Level Design (2003)  
**Legend of Mir III** (PC-MMO) Localization, QA (2003)  
**It's My Party and I'll Die If I Want To** (Radio Documentary) – Writer (2002)  
**Hellbreath: The Crusade** (PC – MMO) – Localization, QA (2001)  
**Fighting Legends** (PC – MMO) – QA (2001)

## CAG Productions LLC (New York, Tokyo, and Web) 2003 – 2005

CAG Productions produces the flagship website CheapAssGamer.com and award-winning podcast, The CAGcast, both dealing with the game, technology, and retail industries.

## News Director

Gathered news worthy stories regarding the industry as it related to the site's users, wrote news articles in an interesting and timely manner, coordinated the coverage of the Game Developers' Conference from 2004 to 2010

## Psychedelic Entertainment LLC (Trenton, NJ) 2001 – 2003

Psychedelic Entertainment was a start up game development house that was founded with the basis that a small team could create innovative fun

## Game Designer, Producer

Conceptualized game concepts, lead the production of developed titles, wrote design documents and end user documentation, oversaw the creative vision of projects, and managed budget and resources.

- Brought 3 titles from concept to completion
- Instrumental in the starting up of the company

**Street Dice** (Palm OS) – Game Design, Producer (2003)  
**Brutal Pitch** (PC – Downloadable) – Game Design, Producer (2002)  
**Pyromaniacs!** (PC) – Game Design, Producer (2002)

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**EDUCATION** Rowan University (Glassboro, NJ)  
**B.A. in Communications**  
Specialty in Radio, Television, and Film

**TOOLS** Adobe Audition  
Adobe Creative Suite  
Bugzilla  
Jira  
Kontagent Metrics Suite  
Lotus Notes  
Microsoft Office  
Microsoft Project  
Microsoft Visio  
SmartSVN Version Control  
Unfuddle Project Management and Bug Tracking Suite