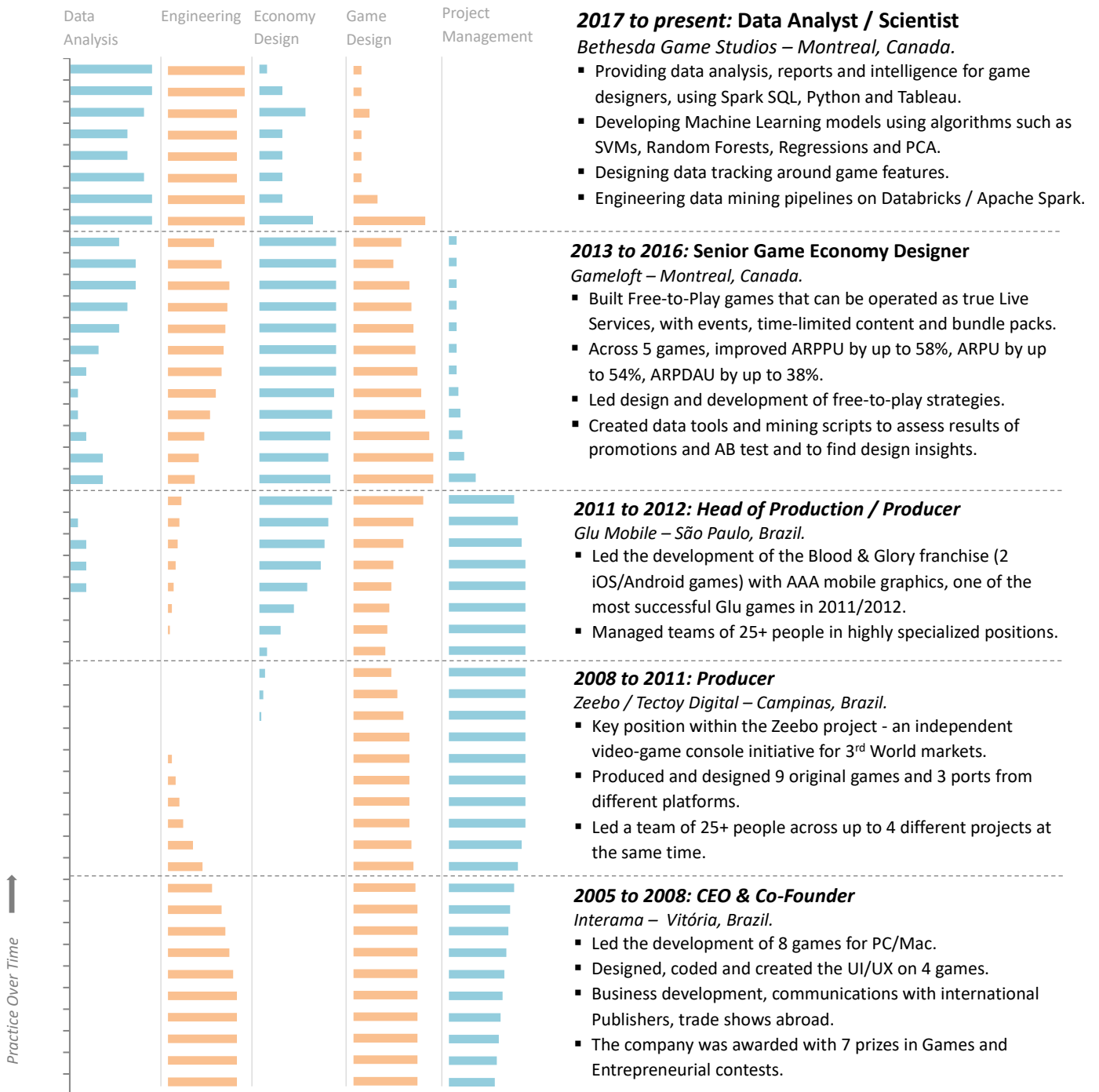


**Summary**

I am Data Scientist and Game Designer. Across 14+ years, I led or contributed for the development of 20+ games for several platforms, with teams up to 60 people. In the last 7+ years, I have been working on Free-to-Play business models, focused on Economy Design and Data Analysis to create and balance features from insights of real player behavior. My goal is to learn and master Artificial Intelligence applied on finding insights on user behavior.

**Experience**



**2017 to present: Data Analyst / Scientist**

*Bethesda Game Studios – Montreal, Canada.*

- Providing data analysis, reports and intelligence for game designers, using Spark SQL, Python and Tableau.
- Developing Machine Learning models using algorithms such as SVMs, Random Forests, Regressions and PCA.
- Designing data tracking around game features.
- Engineering data mining pipelines on Databricks / Apache Spark.

**2013 to 2016: Senior Game Economy Designer**

*Gameloft – Montreal, Canada.*

- Built Free-to-Play games that can be operated as true Live Services, with events, time-limited content and bundle packs.
- Across 5 games, improved ARPPU by up to 58%, ARPU by up to 54%, ARPDAU by up to 38%.
- Led design and development of free-to-play strategies.
- Created data tools and mining scripts to assess results of promotions and AB test and to find design insights.

**2011 to 2012: Head of Production / Producer**

*Glu Mobile – São Paulo, Brazil.*

- Led the development of the Blood & Glory franchise (2 iOS/Android games) with AAA mobile graphics, one of the most successful Glu games in 2011/2012.
- Managed teams of 25+ people in highly specialized positions.

**2008 to 2011: Producer**

*Zeebo / Tectoy Digital – Campinas, Brazil.*

- Key position within the Zeebo project - an independent video-game console initiative for 3<sup>rd</sup> World markets.
- Produced and designed 9 original games and 3 ports from different platforms.
- Led a team of 25+ people across up to 4 different projects at the same time.

**2005 to 2008: CEO & Co-Founder**

*Interama – Vitória, Brazil.*

- Led the development of 8 games for PC/Mac.
- Designed, coded and created the UI/UX on 4 games.
- Business development, communications with international Publishers, trade shows abroad.
- The company was awarded with 7 prizes in Games and Entrepreneurial contests.

## Skills

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- Data Science with Excel and Python libraries such as Pandas, Statsmodels, Scipy, Matplotlib and others. AB testing, clustering of users, correlation analysis, ANOVA and Bayesian tests.
- Machine Learning - Supervised, Unsupervised and Reinforcement Learning algorithms applied to analysis of game data.
- Big Data and BI reporting with Apache Spark and Databricks, using SQL, Python and Scala to do ad-hoc analysis and daily reports.
- Game Design (free-to-play), Game Design (premium), F2P Economies, Balancing, Monetization. Live Ops of games-as-services
- Game Production and Project Management.
- C#, MS Excel, Tableau, Photoshop, Illustrator, MS Project.

## Education

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### Artificial Intelligence Nanodegree

Udacity.com – Mountain View, USA – 2017-2018

### Machine Learning Engineer Nanodegree

Udacity.com – Mountain View, USA – 2016-2017

### Bachelor of Arts in Communication - Marketing and Advertising

Universidade Federal do Espírito Santo – Vitória, Brazil – 1998 to 2002

## Games Portfolio

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- ✓ [The Elder Scrolls: Blades](#) (iOS/Android/Switch), 2017 – ongoing.
- ✓ [Fallout Shelter](#) (iOS/Android/PC/Consoles), 2017 - ongoing.
- ✓ [Gangstar New Orleans](#) (iOS/Android/Windows Phone), 2015/2017.
- ✓ [Siegefall](#) (iOS/Android/Windows Phone), 2015/2016.
- ✓ [Rival Knights](#) (iOS/Android/Windows Phone), 2013/2014.
- ✓ [Gangstar Vegas](#) (iOS/Android), 2013/2015.
- ✓ [Dungeon Hunter 4](#) (iOS/Android/Windows Phone), 2013/2015.
- ✓ [Armies & Ants](#) (iOS/Android), 2013.
- ✓ [Blood & Glory: Legend](#) (iOS/Android), 2012.
- ✓ [Blood & Glory](#) (iOS/Android), 2011.
- ✓ [Zeebo F.C. Super League](#) (Zeebo/BREW), 2010.
- ✓ [Zeebo F.C. Foot Camp](#) (Zeebo/BREW), 2010
- ✓ [Faeries vs. Darklings](#) (Facebook), 2009/2010
- ✓ [Zeeboids](#) (Zeebo/BREW), 2010
- ✓ [Guitar Idol](#) (SEGA Genesis - Tectoy version 2009), 2009
- ✓ [Esther Art Gallery](#) (PC Windows and Mac), 2009/2010 (unpublished)
- ✓ [Zeebo Extreme series](#), 5 games (Zeebo/BREW), 2009
- ✓ [Quake 2, Zeebo porting](#) (Zeebo/BREW), 2008/2009
- ✓ [Crash Bandicoot Nitro Kart 3D, Zeebo porting](#) (Zeebo/BREW), 2008
- ✓ [Blooming Daisies](#) (PC Windows and Mac), 2008/2009
- ✓ [A Crossword Caper](#) (PC Windows), 2007/2008
- ✓ [Incorporated](#) (PC Windows), 2005/2006

## Languages

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English 

Portuguese 

French 

## Misc.

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**Interests:** non-fiction books, tabletop RPG games, computer games, comic books, science fiction, artificial intelligence, electric bass guitar, history, astronomy, heavy metal, rock music, electronic music, drawing and illustration, foreign affairs, geopolitics, the future, extraterrestrial life

Married. Loves poutine.