

ANTON MASLENNIKOV

GAME PRODUCTION, PROGRAM MANAGEMENT, CAT HERDING

T 360.232.3036

E anton@antonmaslennikov.com

I linkedin.com/in/antonmaslennikov

MAJOR ACCOMPLISHMENTS

- >> Supported 14 multiplatform cross-functional software teams throughout development and past launch. Two products received critical acclaim, metacritic scores over 90, and awards including *Best Shooter*, *Best Multi-Player Game*, *Best of Show*, and *Best Original Game*.
- >> Championed high quality standards for PC user interface of Xcom: EU. The developer received critical praise for their focus on product quality: "It plays wonderfully on both PC and consoles"-G4tv "...the ideal control setup for a turn-based strategy game." -Destructoid
- >> Designed, wireframed, and managed development of 'reward boost' and 'random reward' features for the Fuse Powered platform. Led integration across five external partner products leading to a \$11,200 increase in monthly client revenue.
- >> Identified and supported development of 'timed launch', 'aggregation report', and 'garbage collector' features of the Talkable Platform, saving an estimated 20 weekly man hours.
- >> Drove reporting and optimization across 2 different client teams. Using these analytics, identified a new advertising opportunity for DogVacay. Led implementation and grew client KPIs (DAU, Impressions, Conversions) by as much as 180% after launch.
- >> Identified and built automation tools for legal and patent submission pipelines. These tools saved 100s of man-hours on three product launches, playing a critical role in preventing 2 projects from being delayed and costing over \$40,000 in late submission costs.
- >> Designed and led usability studies on 6 products, collecting and transforming KPI data from over 200 participants into actionable feedback to improve features. This feedback was essential in increasing unit sales on two titles which outperformed predecessors by more than 50%.

PROFESSIONAL EXPERIENCE

- 2015 - 2015 **Senior Manager, Publisher Growth**, Fuse Powered Inc.
Managed four strategic game publisher partnerships, leading onboarding, optimization, and upsell strategies. Designed and wireframed advertising features, advising external teams to drive implementation and increase product revenue. Lead team of five through two major pivots, redefining strategy and shifting vision.
- 2014 - 2015 **Campaign Manager**, Talkable Inc.
Led 15 person cross-functional team: debugged issues to unblock builds, managed schedules, and coordinated project goals. Scoped and directed development of several new platform features. Drove new client onboarding and created client strategies based on platform data.
- 2010 - 2014 **Product Assistant, Product Development**, 2K Games
Revamped process for legal submission and ratings agency review. Assisted in leading usability testing, product tuning, and project management for 7 AAA games. Managed brand events, vendors, and conducted market research to recommend product improvements.
- 2008 - 2010 **Production & Design Intern**, Microcomputer Resources Inc
- DJ & Promotions Assistant**, KZUU 90.7FM
- Teaching Assistant**, Washington State University

EDUCATION

Washington State University

- BA: Digital Technology & Culture
- BA: Rhetoric & Professional Writing
- AST: Computer Science
- Professional Writing Certification

EXPERIENCE

- Game development ★★★★
- Account management ★★★★
- Cross-team communication ★★★★
- Process management ★★★★
- Analytics & optimization ★★★★
- Wireframing & prototypes ★★★★
- Usability and focus testing ★★★★

PROJECT HISTORY

- >> Fuse Powered Platform 2015
- >> Talkable Platform 2014
- >> Bureau: Xcom Declassified Mac 2014
- >> Bioshock Infinite, DLC C 2014
- >> Bioshock Infinite, DLC B 2013
- >> Bureau: Xcom Declassified DLC 2013
- >> Bureau: Xcom Declassified 2013
- >> Civilization Brave New World 2013
- >> XCom: Enemy Unknown IOS 2013
- >> Bioshock Infinite 2013
- >> XCom: Enemy Unknown 2012
- >> Borderlands II 2012
- >> Spec Ops: The line 2012
- >> Civilization Gods & Kings 2012
- >> The Darkness II 2012
- >> Civ World 2011
- >> Duke Nukem Forever 2011
- >> Josh's World 2009
- >> Airsoft Warzone 2006

SOFTWARE & LANGUAGES

- >> SQL Standard
- >> Java, C++, UDK
- >> Microsoft Visual Studio
- >> Microsoft Share Point
- >> Adobe Creative Suite
- >> Hansoft
- >> Salesforce, Zendesk, Jira
- >> Test Track Pro
- >> Perforce
- >> Confluence, Wrike