Joseph Domenici

San Francisco, CA — **(760) 504-9049** — **josephdomenici@gmail.com** — **LinkedIn**

Senior design leader with 10+ years of professional experience and 3 shipped titles. Skilled at leading cross-functional projects and aligning teams to product and creative pillars. Expertise in designing, modeling, and balancing complex systems and economies. Experience working with large IPs including Olympics, Harry Potter, WWE, Yuga Labs, and Power Rangers. Pursuing design leadership opportunities with studios exploring emerging genres and core loops.

EXPERIENCE

nWay   Remote
Small startup developing and publishing cross-platform PvP action games.

Lead Game Designer – *Wreck League* (shipped)   2021 - Present

Promoted following studio acquisition by Animoca Brands to lead economy and tokenomics design across 3 studio projects. Design core systems such as matchmaking, progression, and combat stats. Manage a team of 2 lead designers, 3 combat designers, and 1 systems designer. Plan studio roadmap as part of studio leadership team.

- Established studio best practices in Web3 design following studio acquisition.
- Co-invented patent for innovative publishing system bridging Web3 and F2P economies.
- Scripted studio inventory system to track and analyze distribution of millions of NFTs.

Senior Systems Designer – *WWE Undefeated* (shipped)   2020 - 2021

Designed core F2P economy and systems such as matchmaking, progression, and combat stats. Planned quarterly content roadmap with discipline leads. Managed a systems designer.

- Led initiative to transition studio from in-house MMR system to Elo, resulting in massive improvements in player rating accuracy across entire studio portfolio.
- Led investigation into faulty rollback netcode library, resulting in noticeably smoother combat on mobile devices and improved app ratings.

Jam City   San Francisco, CA
Award-winning mobile F2P developer and publisher with $XXXm annual revenue.

Systems Designer – *Harry Potter: Hogwarts Mystery* (shipped)   2018 - 2020

Led F2P live ops and economy design as the sole systems designer on a product with $100m+ revenue and 1m+ active users. Planned quarterly content roadmap with product leadership. Managed a junior content designer.

- Led design and implementation of 7 core event systems, including the highest revenue-generating event across the studio's portfolio.
- Mentored direct report's growth in economy design, culminating in a deliverable that optimized and revamped the core economy.

Storm8   Redwood Shores, CA

Game Designer – *[Cupcake Mania](), [Frozen Frenzy Mania]()*   2016 - 2018

Designed and tuned hundreds of Match-3 puzzle levels. Modeled live ops systems, authored SQL queries, analyzed production data, and optimized event economies for revenue growth.

- Authored Unity and Google Apps Script tools which doubled content creation speed.

RockYou   San Francisco, CA

In-game video ad platform integration with popular mobile F2P games.

Associate Game Designer – *[Words of Wonder]()*   2015

Kiwi, Inc.   Palo Alto, CA

Small startup developing mobile F2P RPGs acquired by Jam City.

Associate Game Designer – *[Westbound]()*   2014 - 2015

EDUCATION

Stanford University   Stanford, CA

Bachelor of Arts in Psychology   2009 - 2013
Minor in Creative Writing   2009 - 2013

VOLUNTEERING

Sunbloom Media Arts Center   Remote

Growing the games industry into a safer and more equitable space.

Director of Operations   2024 - Present

Manage operations for a DEI-focused nonprofit. Establish and document organization processes and policies, manage onboarding, research funding opportunities, and facilitate mentorship program comprising 28 participants. Mentor 2 mentees as a program participant.

Gameheads   Oakland, CA

Game development education program for disadvantaged youth.

Mentor   2024

Mentored low-income and BIPOC youth on game design skills and broad industry topics.

SKILLS

Design: Cross-functional leadership, management, mentorship, systems design, economy design, UX design, metadata design, systems simulation, data analysis, scripting, tooling

Technical: Unity, Adobe XD, Photoshop, SQL, C#, Javascript, Google Apps Script, HTML, CSS

Production: Google Workspace, Microsoft Office, Jira, Confluence, Notion, Git, SVN