



Portfolio 2017
Mathieu Desgurse

Product's description



DrawRace 3 is a racing game available for free on mobile and tablets

The first episode in the series, a mobile game designed for touch devices proposed a unique formula in the racing genre! DrawRace released in 2009 on iPhone 3G. The second episode DrawRace 2 came out in 2011. It improved the original recipe with 3D graphics, physics and multiplayer. Racing Evolved!



Unique way to race

In DrawRace 3 you draw your own racing line. And then you race. It's so simple that anyone can do it. BUT beware! There is a deep physics engine running things. Hit your finger (we hope it's clean) on your device and go ballistic on the race track!

Tune your car

Yep, you bet there's tuning! Tune your engine, wheels and that big thing behind your car. Upgrade and collect new parts and look in awe at your cars that look like... OH SNAP, IT'S CONSOLE QUALITY! (Whatever that means but it sure looks cool!)



Play online

Tune, mix, develop, think trajectories, learn with teammates and win. The cake might look simple. It tastes good but each new bite offers endless variations! AND did we mention the very best part? You ALWAYS eat this cake with 7 other people. Never eat cake alone again!



His role

Brand manager for Ubisoft, Mathieu created the whole communication strategy internally and externally to bring this unique racing game to the market place. Bringing a team of four persons, he trained them and built a visual communication, editorial line, customer relations support for DrawRace 3.

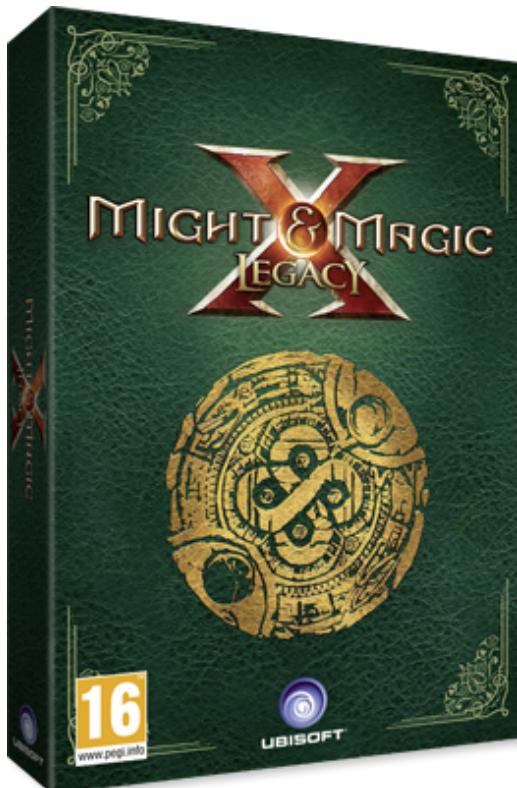
Praised by studio director as a driving force of the mobile studio. A go-getter that make things happen.

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Product's description

After a decade, a Might & Magic RPG is back on PC with both the unique core formula and a new set of improved and fine-tuned features. The best RPG of its class!

Might & Magic X Legacy is an authentic solo experience in the classic first-person RPG genre. Create and lead your group into an exciting open world and battle mythical powerful creatures while collecting ancient magical treasures!



About the project



A one year development cycle

Might & Magic X has been developed by Limbic entertainment, German based studio taking care mostly of the design and code while Ubisoft handled production, art and marketing.

The product was a first for Ubisoft, its production included community feedback at an early stage.



Critics reception

What gives Legacy its old school charm though is that as much as it's weighed down by an obviously low budget and the mechanical sacrifices of jumping back a decade, there's a love for its style underpinning the action - PC Gamer

A high-pressure blast of nostalgia - Game Informer

Schedule some vacation - RPG Watch®

His role

Product manager for Ubisoft, he synchronized the production teams and operational teams around the product roadmap. He created a wide range of assets to promote the product:

- 4 video promotions: early access release, open development update, developer diary and launch
- 2 press kits: early access and launch
- 2 concept arts: speed painting and key visual

Praised by brand manager as the cornerstone and entry point of Might and Magic X marketing team.

Key features

- Create your party: Take control of a team of four adventurers. Twelve classes are available, each one having their own skill system. Thousands of combinations are possible!
- Forge your own tactics: Through a turn-based gameplay system, defeat creatures and unique bosses and accomplish unique quests, level up your group and gain new powerful artifacts.
- Explore twisted dungeons: Make your way through dangerous dungeons, cities, and labyrinths full of traps, and solve riddles to rack your brain! Beware: you never know what's hiding around the corner!



Product's description

Heroes VI Shades of Darkness is the standalone add-on of Heroes VI.

The adventure in Heroes VI catapults a family of heroes into a fast-paced epic story where Angels plot to end -- once and for all -- an unfinished war with their ancient rivals, the Faceless.



Unique mix of Turn-Based Strategy & RPG

Explore extra-large adventure maps, collect tons of resources and build extraordinary cities. Perfect your tactics to level-up your heroes, recruit troops & ready them for combat on exclusive battle maps.



His role

As product manager working for Ubisoft in close collaboration with Might and Magic brand team, Mathieu executed the marketing strategy set for Heroes VI Shades of Darkness and the Complete Edition. Working with agencies on the communication assets and with Ubisoft local marketing execs, he crafted a great campaign for this classic title.

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Shape your destiny

Lead the Heroes of the Griffin dynasty through an intriguing scenario. Choose your path, assume your choices and customize your gaming experience thanks to a brand new Reputation system.

The world of Ashan awaits

Discover fantastic landscapes and creatures, enjoy improved 3D designs and an exclusive new bestiary.

Share with the community

Post content & compete with your friends using a new and intelligent, online community interface.



Additional product

Heroes VI Complete Edition released in 2013 includes the critically acclaimed Might & Magic Heroes VI, two original DLC Adventure Packs and the Standalone Expansion: Shades of Darkness.

