

Daniele La Norcia



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Latest Experience: May 2018 - Current

Executive Producer & Game Director at Funny Tales

- End-to-end creative & production leadership across concept, prototyping, pre-production, and launch of multiple fully distributed cross functional teams on projects such as:
 - VRider SBK
 - SBK The Official Mobile Game
 - Assetto Corsa Mobile
 - Cybercity Chronicles
- Led teams with a hands on approach in controls, systems design and gameplay balance, from prototype to released product. Has been involved in strategic initiatives across multiple titles of varying scope, ranging from small SP games to large scale live services.
- Project manager on smaller B2B projects ranging from gamified experiences to e-learning and brand awareness appsProjects or games released on various platforms:
 - PSVR
 - PCVR
 - Meta Quest
 - PicoXR
 - Android/iOS
- Mentor to junior producers and worked on optimising company wide processes



Key Skills

Proficient in:

- Team Leadership
- Prototyping
- Agile & Scrum Methodologies
- Pre-Production & Production documentation
- Project Management & Bug Tracking tools
(JIRA, Smartsheet, Hansoft, Trello, Slack, Assembla, Practitest, Mantis, etc)
- Dev Console Tools (Mobile, PC, Console)
- MS Office tools & equivalent

- Product Ownership
- Game Design (Systems, Controls, UX, Level, Balancing)
- Project Management
- Localisation
- QA Testing & Reporting

Spoken Languages:

- English
- Italian

Experienced in:



Education

2006-2010 University of Abertay Dundee, BA Hons in Games Production Management

- In charge of many group projects aimed at developing concepts and prototypes for games and web applications.
- Able to involve various people with many different skills and talents in academic projects



Previous Experience

June 2015 – March 2018 Producer & Game Designer at Motorsport Gaming

Producer and Game Designer on multiple titles such as Motorsport Master and the gppredictor.com platform, **in charge of development supervision and of the coordination of resources across multiple departments** (Localisation, Marketing, Legal, Sales, Editorial) of the Motorsport Network.

January 2013 – December 2015 Freelance QA & Production Consultant

Italian translator on the highly successful iOS racing title Table Top Racing with Playrise Digital and multiple projects for Lionbridge Testing Solutions

March 2012 – December 2012 Assistant Producer at Thumbstar Games

Worked on several mobile phone games developed by Thumbstar Games, in charge of the QA process and assisting the Creative Director on multiple projects (over 40 in the course of 10 months), while also helping the Production and Dev team with Localisation, Submission and by working on minor dev tasks.

May 2011 – November 2011 Development QC Technician at Ubisoft Reflections

QC Tester on AAA titles such as **Driver San Francisco** and **Just Dance 3** working as part of the Online Multiplayer Dev support team and on the Just Dance 3 functionality test team.

2009 – 2010 QA Tester at Ruffian Games, Proper Games, TPLD and BBC Prototype internship

QA Testing at Ruffian Games and Proper Games on Crackdown 2, released on XBox360

QA Testing of educational games for TPLD (**Winning Game** and **Eduteams**)

Team Leader and Producer of one of the Rapid Prototype Teams, working with a team of skilled artists, programmers and sound producers to develop and prototype games and web applications for several BBC clients.



Achievements

- Directed the development of VRider SBK from prototyping to release on multiple platforms often exceeding requirements for milestone deliverables
- The VRider SBK prototype saved Funny Tales from closure, and releasing the project on time, on a very ambitious roadmap allowed the studio to survive for another two years. It was also **nominated in the PICO 2025 Store Awards in the “Best Sim Game” category**
- Worked on AAA titles such as Crackdown2 , Driver San Francisco and Just Dance 3



Hobbies

A keen gamer, with a preference for racing games. Also enjoys other past times, avidly follows Motorsports, and is usually found on mountain trails during the weekend either for leisure or helping out partner with foreign clients on guided tours in the Apennines, otherwise enjoys playing basketball, tinkering with his motorbikes or adventuring offroad with his 4x4.