Matthew Reinke

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SUMMARY

Lifelong artist with over 16 years experience as a Designer, Art Director, and Producer in the video game space. I streamline processes and herd cats of creative geniuses with workflow, design expertise, and contagious enthusiasm; bringing complex ideas to reality through rapid prototyping and hard work.

EXPERIENCE

Lead Level Designer

Meeti2i   **May 2020 –August 2024, San Francisco, CA**

· Created 2D levels in 'Tiled' for proprietary video conferencing product.
· Created custom levels for clients.
· Worked with art to make custom assets function properly.
· Defined Best Practices for content creation.
· Created content pipeline for level creation.

Senior Level Designer

Glu Mobile   **January 2018 – April 2020, San Mateo, CA**

· Established and maintained production pipeline and file structure best practices.
· Designed layouts in photoshop and prototyped in Unity using height maps; bringing them to finished quality.
· Designed and populated animal gameplay in 'Deer Hunter' mobile game.
· Created, iterated on, and maintained all animal behavior flow graphs.
· Managed live ops, updating game designs as needed on the fly to match user demands and redesigns using analytics and AB testing.

Lead Level Designer

Flatter than Earth   **February 2016 – January 2018, San Francisco, CA**

· Established and maintained production pipeline and file structure best practices.
· Prototyped camera operation and behavior.
· Prototyped levels and puzzles in Unity.
· Prototyped game mechanics.
· Critiqued and supported 3D art construction in Maya.
· Provided concept art critique and general art direction.
· Operated in Scrum methodology using Jira.
· Using Unity analytics, gathered and deciphered test play data to determine average lengths of play, puzzle difficulty, player fatigue, heatmaps, and anomalous events.

Art Director and Lead Designer

Powerhouse Games   **May 2013 – November 2015, Folsom, CA**

· Operated as Lead Designer creating flowcharts and wireframes; bringing them to final design using MindMapper and Invision for cloud design collaboration.
· Led a team of 2 artists, 2 engineers, and 1 QA.Ran live ops on new releases, observing AB data and adjusting elements based on game performance.
· Designed game themes, mini-games, UI/UX, as well as the related separate terminal systems so that users can purchase credits, link to a terminal, and have gaming funds available.
· Functioned as Art Director defining company style and quality bars, including critiquing and updating existing products and branding.Created design and art pipelines, best practices, and internal management/invoice proprietary tools.
· Led art department as final authority on game design/art providing daily guidance to reach and maintain established product goals.
· Created 2D art for marketing and terminal UI use.Designed and tasked all audio for various games.
· Operated as scrum master for the design/art team, running daily scrum meetings and overseeing sprints using Sprintly.
· Created webpage updates and marketing release packages for public release.
· Created arcade cabinet art using Photoshop.

World Builder

Tencent Boston   **April 2010 – March 2013, Concord, MA**

· Led a team of 4 interns in level construction.
· Set best practices and workflow pipeline.
· Created prefab packages for quick level iteration.
· Created hundreds of game levels in Unity for the game 'Robot Rising' using a proprietary grid system.

- Set up lighting in both 'Robot Rising' and our unreleased MMO.
- Story boarded, recorded, and edited game trailers.
- Constructed and recorded all gameplay and milestone cinematics using Unity and Premiere.
- Created 7 massive player zones in an unreleased MMO.
- Provided feedback for the art team on asset look and usage.

Level Designer

Blue Fang Games   **May 2008 – March 2010, Waltham, MA**

- Prototyped and designed gameplay in 3DS Max for Nintendo Wii game 'World of Zoo'.
- Populated levels with 'navspheres,' defining where animals move and walk on exhibit geometry.
- Populated levels with interaction points so animals would perform specific animations and behaviors appropriately.
- Created a content pipeline in 3DS Max and Wii Devkit.

EDUCATION

Bachelor's degree in 2D Painting

University of Massachusetts Dartmouth · Dartmouth, MA · 2007
- President of the Paint club.

SKILLS

UI

English

Confluence

Jira

Unity

MindMapper

Maya

Invision

YEd

Sprintly

UDK

Adobe Creative Suite

Perforce

Sourcetree

FRAPS

Camtasia

VLC

OCam

Painting

Waterfall

Proprietary tool development

SCRUM

UX

System Design

Wireframing

Agile