



PANOS TZIMAS

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◦ DETAILS ◦

Athens
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Nationality
Greek

◦ SKILLS ◦

Project Management

Ability To Meet Deadlines

Team Leadership

Product Management

Communications

Expectation Management

Adobe creative suit

Digital art

Editing Video

Creative Problem Solving

◦ LANGUAGES ◦

English

Greek

◦ HOBBIES ◦

Playing video games and music,
working out, meeting passionate
people.

◦ LINKS ◦

[Website](#)

[LinkedIn](#)



PROFILE

As a Producer and Artist with a robust background in game development for over 9 years, I have successfully shipped two titles on Steam, demonstrating my ability to drive projects from conception to release. I excel in leading production pipelines and collaborating with agencies to deliver top-tier assets, ensuring each project's vision is realized.

My experience extends to negotiating publishing deals, securing favorable terms that enhance project viability and profitability. My leadership fosters a collaborative environment, motivating team members to deliver exceptional results on time and within budget.



EMPLOYMENT HISTORY

Founder at Super Sly Fox, Athens

October 2020 — Present

- **Game Design and Development:** Engineered the core gameplay loop for "Blockbuster Inc.," and delivered cohesive and visually compelling artwork resulting in a highly engaging player experience.
- **Team Leadership:** Directed an XFN team of 8 and 4 external vendors, achieving seamless coordination and successful delivery of the project from initial design to final deployment.
- **Project Management:** Secured a favorable publishing deal, creating and adjusting project timelines based on milestones and consistently surpassed all deadlines and deliverables.
- **Partner Communication:** Maintained transparent and effective communication with external partners and our publisher, creating a collaborative environment and ensuring project alignment at all stages.
- **Version Optimization:** Achieved increased player satisfaction post release by implementing industry research insights to optimize game versions.
- **Constructive Use of AI:** Leveraged AI tools to streamline documentation processes and significantly reduce manual data entry for text-based game features, enhancing gameplay value and improving balance while maintaining ethical standards.

Marketing Artist at Trailmix Games, London

October 2020 — Present

- **Collaboration with UA Department:** Worked closely with User Acquisition (UA) department to develop and implement strategies that effectively target and engage key demographics, resulting in increased user acquisition and retention.
- **External Vendor Communication:** Streamlined the art production workflow, resulting in timely and high-quality asset delivery through effective coordination with external partners and internal teams.
- **A/B Testing Marketing Assets:** Conducted A/B testing on marketing assets and creative experiments, maximizing ROI, conversion rates (CVR), and click-through rates (CTR).
- **Promotional Material Creation:** Created impactful promotional materials for "Love and Pies," significantly boosting visibility and engagement from pre-soft launch to global launch.
- **Sprint Planning:** Led effective sprint planning sessions, ensuring clear objectives, efficient resource allocation, and timely delivery of milestones for external vendors.

UA Marketing Artist at Kolibri Games, Berlin

August 2019 — October 2020

- **External Vendor Management:** Aligned the marketing department's expectations with our external vendors, communicated our overall marketing strategies and goals, ensuring cohesive and effective campaigns as well as streamlined asset deliveries.
- **Market-Driven Design Adjustments:** Aligned creative asset designs with market trends and consumer preferences, driving higher user acquisition and satisfaction.
- **Promotional Material Creation:** Delivered engaging promotional videos and banners for top-performing idle games like "Idle Miner Tycoon" and "Idle Factory Tycoon," significantly enhancing player engagement and game visibility.

Marketing Designer at Goodgame Studios, Hamburg

May 2019 — July 2019

- **Promotional Material Creation:** Delivered compelling promotional banners and videos for high-profile games like "Strike of Nations," "Empire," and "Big Farm," driving increased player acquisition and retention.
- **Data-Driven Campaigns:** Leveraged data insights to refine marketing strategies, resulting in significant improvements in campaign performance metrics.
- **Cross-Platform Asset Development:** Maximized reach and engagement by designing and optimizing marketing assets for diverse digital platforms.

Junior Designer Marketing at Goodgame Studios, Hamburg

February 2018 — May 2019

- **Promotional Material Creation:** Enhanced visibility and player engagement by producing a variety of marketing materials, including banners and videos, for popular game titles like "Empire," "Big Farm," and "Skytopia."
- **High-Profile Projects:** Led and significantly boosted the major marketing campaign for the "Fury Blade" expansion by playing a key role in creating the promotional video.

UA Creative Assistant at Miniclip, London

October 2017 — January 2018

- **Promotional Video Production:** Enhanced player engagement across multiple platforms by creating tailored graphic assets and promotional videos for "8 Ball Pool."
- **Project Coordination:** Ensured timely delivery of high-quality assets by brainstorming concepts and effectively managing production schedules in collaboration with the team.

Production Assistant at Miniclip, London

May 2017 — October 2017

- **Promotional Material Creation:** Achieved high company standards by developing impactful graphic assets for promotions and ad campaigns.
- **Client Relationship Management:** Strengthened client satisfaction by effectively managing promotions and maintaining strong relationships with prestigious clients.
- **Budget Management:** Maximized resource use and impact by optimizing budget allocation and strategic placement of key banners on the website.

Lead Designer/Artist at EmberWulf Studio, Remote

November 2015 — May 2017

- **Game Design and Development:** Successfully launched "Rock God Tycoon" on Steam by creating the game design and core gameplay loop.
- **Team Collaboration:** Ensured clear communication and effective project management in a remote setting, achieving seamless coordination with a diverse team.

EDUCATION

Bachelor's Degree, Animation, University of Central Lancashire

October 2013 — May 2016