

Curriculum Vitae - Sebastien Samson

SEBASTIEN SAMSON | Toronto, Canada

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DIRECTOR, GAME PRODUCTION & DESIGN

- Production and studio leader with **17+ years** across **VR and MR, mobile F2P, MMO**, and platform ecosystems (Roblox, UEFN)
- Track record of shipping, scaling live services, owning roadmaps, and aligning cross-discipline teams on KPIs and outcomes
- Strengths include live-ops and roadmap planning, KPI and economy optimization, org design and mentorship, publisher and partner management, and hands-on systems and UX

CORE SKILLS

- Production leadership and delivery • Live-ops and roadmapping • Backlog and prioritization • Cross-discipline execution (Design, Art, Eng) • Economy and monetization • Player experience and retention • Org building, hiring and mentoring • Publisher and partner communications • VR and MR platforms • Analytics-informed decisions

SELECTED PRODUCTION HIGHLIGHTS

Kluge Interactive | Game Design Director (2023 to present)

- Led design and provided production support across a multi-product VR and MR portfolio
- Dotted-line managed design for multiple Horizon Worlds titles and coordinated dependencies with production
- Directed Final Fury (VR) combat and content direction, with hands-on iteration and ongoing playtests
- Supported Roblox and UEFN product framing, feature delivery, and go-to-market readiness
- Coordinated deliverables and milestones with external partners on a standalone VR project

Ludia and Jam City | Senior Studio Director, Design (2022 to 2023)

- Department-level leadership for all design teams and creative directors across live F2P titles
- Set standards, built evaluation rubrics, and ran recruiting, training, and mentorship programs
- Orchestrated portfolio-level planning and resource allocation across multiple live services
- Partnered with Product and Analytics to define KPIs, experiment roadmaps, and next-quarter priorities

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- Titles included Jurassic World Alive, Jurassic World: The Game, Love Link, Dragons: Rise of Berk, TMNT Legends, Feud Live!, DC Heroes & Villains

EA and Slightly Mad Studios | Game Director (2018 to 2021)

- Project owner for Project CARS GO (mobile F2P, launched)
- Owned roadmap, backlog, milestone delivery, KPI monitoring and optimization, economy, and UX
- Built and led the design team while coordinating delivery with engineering, art, QA, and analytics
- Managed publisher communications, gates, and post-launch operations
- Instituted backlog hygiene, clear Definition of Ready and Definition of Done, and regular postmortems

LEGO | Senior Gamification Design Manager (2017 to 2018)

- Creative and production leadership for LEGO Life (mobile, launched)
- Drove backlog definition and prioritization tied to engagement and retention goals
- Coordinated multiple pods and aligned initiative briefs with brand, safety, and platform constraints
- Translated telemetry and qualitative findings into sprint priorities and feature tuning

Bigpoint | Senior Lead Game Designer (2013 to 2015)

- Co-owned product vision and led designers for Farmerama (F2P MMO, live)
- Stabilized declining KPIs through targeted systems and feature delivery
- Built an experiment pipeline with success criteria and roll-out plans
- Established documentation standards and rituals to speed handoffs and approvals

Earlier roles at Frima Studio and Ubisoft Québec

- Contributed to system design, production support, and prototype-to-ship pipelines
- Shipped titles on Wii, DS, and iPhone and worked on Skylanders: Spyro's Universe (web MMO)

DETAILED EXPERIENCE (bullet expansion)

Kluge Interactive | Game Design Director (2023 to present)

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Ludia and Jam City | Senior Studio Director, Design (2022 to 2023)

- Dotted-line managed all design ICs, leads, and creative directors across the studio
- Built standards for specs, UX flows, and review rituals that improved throughput and clarity
- Co-owned portfolio prioritization across content velocity, feature bets, and tech debt paydown
- Partnered with Product and Analytics on KPI trees, experiment charters, and readouts
- Recruited, onboarded, and mentored senior hires; set career ladders and progression paths
- Streamlined ceremonies to reduce meeting load and increase decision speed
- Coordinated cross-title resourcing to meet seasonal content and event commitments
- Advocated for player-first design choices while maintaining delivery predictability

EA and Slightly Mad Studios | Game Director, Project CARS GO (2018 to 2021)

- End-to-end ownership of scope, budget awareness, timelines, and launch readiness
- Ran roadmap and backlog with clear prioritization and measurable outcomes
- Translated KPI readouts for retention and conversion into economy and UX changes
- Instituted A and B test plans and experiment analysis in partnership with analytics
- Coordinated art, engineering, QA, and publishing stakeholders to hit gates on time
- Managed publisher communications, build reviews, and go or no-go decisions
- Implemented rituals for sprint planning, reviews, and postmortems to drive continuous improvement
- Ensured live-ops planning, event cadence, and support processes after launch

LEGO | Senior Gamification Design Manager, LEGO Life (2017 to 2018)

- Prioritized backlog with PMs and engineers to move retention and engagement targets
- Tuned progression, reward, and social loops based on telemetry and safe-by-design constraints
- Coordinated multiple pods and maintained alignment across brand and platform guidelines
- Authored specs and UX flows that accelerated implementation and reduced rework
- Drove experiment plans with success criteria and clear roll-out steps

Bigpoint | Senior Lead Game Designer, Farmerama (2013 to 2015)

- Led a small design team focused on systems, events, and live-ops features

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- Arrested KPI declines by shipping targeted improvements to core loops and sinks or sources
- Created experiment playbooks, dashboards, and rollout plans with risk controls
- Standardized documentation and review templates to speed cross-team handoffs
- Partnered with community and support teams to transform feedback into actionable backlog items

Earlier Roles | Frima Studio and Ubisoft Québec

- Drove systems and UX specs across Wii, DS, and iPhone titles, coordinating with production and engineering
- Supported prototype-to-ship pipelines with documentation, balancing, and live issue triage
- Contributed to Skylanders: Spyro's Universe and other shipped projects with a focus on player flow and pacing

SELECTED CREDITS

- Final Fury (VR, playtests) • Synth Riders (VR and MR, live) • Project CARS GO (mobile, launched) • LEGO Life (mobile, launched) • Farmerama (MMO, live) • Skylanders: Spyro's Universe (web MMO, launched)

TOOLS AND STACK

- Production and collaboration: Jira, Confluence, Google Workspace, Spreadsheets, PowerPoint, Live Boards, Wikis, Flowcharts
- Engines: Unity, Unreal
- Source control: Perforce, Git
- Languages (working knowledge): C#, JS, VBA

EDUCATION AND TRAINING

- Université de Montréal (UdeM) D.E.S.S. in Game Design (Master's-equivalent)
- UQÀM B.A. Communications, Interactive Multimedia
- Google Project Management, Coursera

LANGUAGES

- French (native) • English (professional) • German (intermediate)

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ACHIEVEMENTS AND IMPACT

- Reduced time to decision by improving specs and review rituals and by formalizing Definition of Ready and Definition of Done
- Improved roadmap predictability by aligning milestones with resource plans and risk burndown
- Strengthened hiring and retention through career ladders, mentoring programs, and interview rubrics

COMMUNITY AND MENTORSHIP

- Mentored designers and producers on KPI interpretation, economy tuning, and spec writing
- Led postmortems and knowledge shares that translated into concrete process improvements