

SEBASTIEN SAMSON | Toronto, Canada

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## DIRECTOR, GAME PRODUCTION & DESIGN

Production and studio leader with **17+ years** across **VR/MR, mobile F2P, MMO**, and platform ecosystems (Roblox, UEFN). Known for shipping, running live services at scale, setting product roadmaps, and building high-performing, cross-disciplinary teams. Strengths: live-ops and roadmap planning, KPI and economy optimization, org design and mentorship, partner and publisher management, and hands-on systems and UX.

## CORE SKILLS

Production leadership • 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 comms • VR/MR and mobile platforms • Analytics-informed decisions

## SELECTED PRODUCTION HIGHLIGHTS

- **Kluge Interactive | Game Design Director (2023 to present)**  
Lead design and production support across a multi-product VR/MR portfolio; dotted-line manage design for multiple Horizon Worlds titles; drive **Final Fury (VR)** direction and hands-on execution (ongoing playtests); oversee Roblox and UEFN product support; coordinate with external partners for a standalone VR project.
- **Ludia / Jam City | Senior Studio Director, Design (2022 to 2023)**  
Department-level leadership for all design teams and creative directors; **multidisciplinary planning, org standards, recruiting, training and mentoring, and studio-level product optimization** across live F2P titles (for example: Jurassic World Alive, Jurassic World: The Game, Love Link, Dragons: Rise of Berk, TMNT Legends, Feud Live!, DC Heroes & Villains).
- **EA / 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; led designers; managed publisher communications; coordinated production with engineering, art, QA, and analytics.
- **LEGO | Senior Gamification Design Manager (2017 to 2018)**  
Creative and production leadership for **LEGO Life (mobile, launched)**: backlog definition, prioritization, and analytics guidance focused on engagement and retention across multiple teams.
- **Bigpoint | Senior Lead Game Designer (2013 to 2015)**  
Co-owned product vision and led designers for **Farmerama (F2P MMO, live)**. Stabilized declining metrics by shipping system and feature improvements and by aligning the roadmap with business goals.
- Earlier roles at **Frima Studio** (for example Skylanders: Spyro's Universe, launched) and **Ubisoft Québec** (multiple shipped titles on Wii, DS, iPhone) spanning system design, production support, and prototype-to-ship pipelines.

## TOOLS & STACK

Production: Jira, Confluence, Google Workspace, Spreadsheets, Power Point | Engines: Unity, Unreal | SCM: Perforce, Git | Languages (working knowledge): C#, JS, VBA | Collaboration: Live Boards, Wikis, Flowcharts

## EDUCATION & 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)