

# Craig Wells

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## Senior Director of Production

Global Team Leadership • Complex Project Management • Cross-Platform Development

For over 14 years, Craig Wells, a seasoned Senior Executive, has driven the successful launch of 7+ cross platform games for iconic IPs like TMNT, Rebel Moon, Lucasfilm, & Marvel. He has a proven and sustained record of delivering both critically acclaimed and commercially successful products through strategic product development and global team leadership to realize genre-pushing games.

### Career Highlights

- **Directed Production Teams for 2-3 Concurrent Titles:** Leading 100+ developers and successfully delivering on complex, multi-faceted projects.
- **Delivered 50+ Major Updates and Live Ops Events:** For titles including Vainglory, Catalyst Black, and TMNT: Splintered Fate, significantly enhancing player engagement and revenue.
- **Launched Genre-Pushing Games for Iconic IPs:** Titles including TMNT, Rebel Moon, Marvel and Lucasfilm, driving critical acclaim and commercial success.
- **Successfully Managed Full-Cycle Game Production:** From concept to launch and live operations, coordinating cross-functional teams of engineers, artists, and designers.
- **Drove Significant Cost Reductions and Efficiency Gains:** By implementing strategic changes in QA, localization, and development operations.

### Core Competencies

Complex Project Management  
Scrum Agile Methodology Expertise  
Strategic Project Roadmapping  
IT & Cloud Infrastructure Management  
OPEX & Cost Control Management

Large-Scale Team Leadership  
Full Cycle Development  
Vendor & Outsource Management  
Financial Planning & Analysis  
IP Partner / Licensor Relations

Cross-Team Collaboration  
Certified Scrum Master  
Global Multi-Platform Launch  
Live Operations  
Project P&L Management

### Professional Experience

Super Evil Megacorp, San Francisco, California – 6/2016 to Present

#### Senior Director of Operations (3/2019 to Present)

In this role, responsibilities expanded to include Facilities, IT Management, P&L Management, FP&A, Vendor Contract Management, and OPEX Cost Controls. Identified and developed strategic initiatives to better align game development teams to company operations and infrastructure. Contributed to the transition from an on-site single title studio of 30 developers to a fully remote multi-title global studio of 100+ developers. Major publishing deals with Apple, Paramount, and Netflix were successfully closed with his close collaborative contributions as part of the senior leadership team.

#### Key Contributions:

- Led a seamless transition from a purely on-site studio to a fully remote studio across 15 countries and 11 time zones creating operational efficiencies and savings
- Contributed to the growth from a single-title studio to a multi-title studio capable of managing 2-3 simultaneous projects
- Spearheaded major IT transformations, including the transition to Perforce for SCM, the migration of Development Infrastructure to the Cloud, and the implementation of Zero-Trust Networking and Security.
- Established a modular 5-year financial forecasting framework that allowed for switching between different scenarios for easy comparison enabling better long-term planning and decision making.
- Played a key role in the successful closure of 3 major publishing deals with three different large publishers, resulting in the development and launch of games such as TMNT: Splintered Fate

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- Provided strategic support to the successful launch of 3 cross-platform game titles across mobile, console, and PCs

Titles Launched:

- **Blood Line: A Rebel Moon Game**, a top-down co-op action game based on Netflix's Rebel Moon universe. Released on iOS and Android and developed on the EVIL Engine.
- **Teenage Mutant Ninja Turtles: Splintered Fate**, a top-down co-op roguelike action game on iOS, Android, PC, Switch, and Playstation. Developed on the EVIL Engine.
- **Catalyst Black**, a top-down shooter co-op action game on iOS and Android. Developed on the EVIL Engine.

#### **Director of Production (11/2016 to 3/2019)**

Oversaw the entire production pipeline for Vainglory. Managed multiple direct reports in production, QA, and localization. Established and maintained the release schedule for Vainglory for 2+ years. Assisted in management of the day to day operations of the studio in conjunction with the founders and leadership team.

*Key Contributions:*

- 30+ updates for Vainglory on multiple platforms including managing two major evolutions of the game that were delivered on time
- Drove operational efficiency by implementing strategic changes in QA and localization, achieving a 7x cost reduction
- Streamlined development operations which increased stability and reduced the need for hotpatches
- Coordinated our relationship with our Chinese publishing partners for the successful launch of the game in that region

Titles worked on:

- **Vainglory**, a MOBA created specifically for mobile devices and released on iOS and Android. Developed on the EVIL Engine.

#### **Live Ops Producer (5/2016 to 11/2016)**

Assumed leadership of the live operations process of Vainglory and established standard development and stabilization cycles and instituting QA, and Release Deployment processes. This led to more stable, predictable, and higher quality updates that increased player satisfaction and sales.

*Key Contributions:*

- Established standard development and stabilization schedules and processes leading to higher quality and more stable updates
- Implemented standardized Build Verification Testing procedures with the QA team which reduced the number of bugs found in the live environment

Walt Disney Company | Disney Interactive, Palo Alto, California – 5/2011 to 5/2016

#### **Lead Producer (10/2014 to 5/2016)**

Directed teams focused on cross-platform game development, leading 50+ developers using agile methodologies. Managed project strategies, chaired meetings, and ensured feature prioritization. Oversaw external vendor contracts and project budgets.

*Key Contributions:*

- Headed a 50-member team consisting of talented Software Engineers, Designers, UI/UX, and Artists
- Managed vendor relationships, ensuring contracts were executed, and invoices were submitted correctly.

#### **Producer | Product Manager (1/2012 to 10/2014)**

Led teams up to 50 people in multiplatform mobile game development. Managed development in milestones, overseeing all aspects from UI to third-party integration. Collaborated with internal Central Services teams to ensure compliance and timely submissions. Created and documented GDD specifications, and supported content and roadmap creation.

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*Key Contributions:*

- Major player or team lead in the successful worldwide launch of cross-platform games on mobile, social, and PC.
- Instrumental in the launch of games for Star Wars, Alice in Wonderland, Botkin's Hidden Cove, and Gnome Town.

Titles Launched:

- **Stars Wars: Commander**, an RTS based on the Star Wars universe released on iOS and Android. Developed on the Unity Engine.
- **Alice in Wonderland: A New Champion**, a casual crafting / adventure game based on Tim Burton's Alice in Wonderland on iOS and Android. Developed on Adobe Air.
- **Botkin's Hidden Cove**, a hidden object / crafting game on Facebook

**Associate Product Manager (5/2011 to 1/2012)**

Spearheaded development and implementation of games, including content, design, questlines, and text. Choreographed pipeline creation and guided the Quality Assurance team from concept to launch and live operation.

*Key Contributions:*

- Instrumental in the generation of \$2M+ in revenue for Gnome Town by leading QA and authoring 75% of the content

Titles Launched:

- **Gnome Town**, a crafting / adventure game on Facebook

## Education & Credentials

### Master of Entertainment Technology

Carnegie Mellon University, Pittsburgh, Pennsylvania

### Bachelor of Fine Arts

University of Arizona, Tucson, Arizona

## Professional Memberships & Awards

**Certifications** | Scrum Master Certificate

**Memberships** | International Game Developers Association

**Awards & Recognition** | Anvil Award 2014 from Walt Disney Company – Forge Studio

## Technical Proficiencies

**Development Tools** | JIRA • Agile • Confluence • Miro

**Company Management** | Microsoft Office • Google Workspace • Quickbooks • ATS • HRIS

**Adobe Creative Suite** | Photoshop • Illustrator • Premiere • Encoder • Acrobat