ion silver, PMI-ACP

2787 Seadrift Ln. • Hayward, CA • 94545 310.384.9205 ion silver@verizon.net

Agile certified project manager with proven success delivering digital products, new features and highly responsive interactive systems for enterprise, web, social, mobile and thin client technologies. Dynamic and creative self-starter with excellent communication and analytical skills. A creative and responsible leader with proven ability to deliver high-quality on budget / on schedule.

Product Implementation Manager DETERMINE, INC. Manage pipeline of enterprise integration, custom module functionality and growth sustainability for key high profile customers, consistently meeting established goals and objectives. Projects have required close collaboration across multiple functional groups and locations, requiring excellent communication and relationship building. Multiple projects of various scope and complexities with system integrations that include ERP, CRM & Analytics. Promote agile practices with engineering teams to gain efficiencies in release planning, resourcing and lifecycle management. Clients: ABC Networks, Disney Consumer Products, McKesson Pharmaceuticals, Xerox, Robert-Half International

Director of Project Management MOMENTUM DESIGN LAB

Product development at boutique digital agency with focus on user experience and agile engineering. Management of UX/UI design and software development for enterprise applications. SaaS, mobile and social networks. Oversight on multiple concurrent projects with cross-functional in-house (and distributed) teams including staff of three project managers. Product roadmaps, feature development and testing, stakeholder management, scoping, estimates, resourcing and scheduling for agency pipeline. Servicing travel, finance, education, lifestyle and entertainment industries. *Clients: Sony*. FICO, Hasbro, Live Nation, Evolution 1, K2 technologies, Attensity Media, World Ventures Travel, American Medical Response, Stanford Hospital, One Legal, John-Deere, School Loop, et. al.

See portfolio for example products & responsive designs - http://jonsilver.carbonmade.com

Senior Producer, Games

Created product strategy and led development of learning products that interleave neuroscience with curriculum. Deployed on SaaS platform with delivery via web and mobile iOS / iPad. Highly adaptive software adjusts to player's skill level, with robust analytics tracking student achievement and teacherfriendly reports. Hi-touch, multi-platform design with original IP characters, narrative and consumerstyle branding. Wrote product specifications, created road maps, implemented Agile process, created schedules and budgets. Manage product design and development, daily scrums, publish live updates and present weekly reports to executive team.

SCIENTIFIC LEARNING, INC.

Senior Producer, Digital

Managed online gaming and engagement for Mattel, translating iconic toy brands into digital play. Design and development for numerous websites, content systems and game experiences across brands. Conceived and built the Mattel games portal to drive brand awareness and site traffic, increasing DAU's, player acquisition and retention. Drove strategies for network game serving, analytics tracking, loyalty programs, promotions & marketing. Developed wireframes, specifications, budgets and schedules. Resourced and supervised internal / external dev teams along with consumer testing. Extended portfolio to localized markets and multiple platforms.

Also responsible for design / production of back-end support systems and many online games. Additional links or samples upon request.

MATTEL DIGITAL NETWORK

2011 - 2012

2009 - 2011

2012 - 2014

2014 - present

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Executive Producer

SNAP TV, INC.

2004 - 2009

Transmedia digital agency developing consumer products portfolio for interactive TV, online, MMO and Web+Toy. Market research, content acquisition and creative lead for new product development. Established pipelines for rapid prototyping, testing and speed to market. Resourced in-house teams and managed external teams. Collaborated with sales to develop collateral and retail strategies. Shipped more than a dozen titles featuring both original IP and licensed properties. Highlights:

• *Eco-Rangers MMOG* – Creator/producer for browser-based online virtual world / social gaming RPG with environmental theme. Concept, game design, production scheduling & management of external studio based in Helsinki, Finland. Subscription Flash 3D world with questing, trading, integrated mini-games, trainable pets and virtual economy. Demo here: http://www.youtube.com/watch?v=C5bW5p1kzow

• **Ben 10 Alien Force WebCardz!** - Collectible Card Game for Cartoon Network. Producer/designer for battling trading cards multiplayer web game. Online player community with friends system, game lobbies, white-list chat, player rankings and achievements. Community management, trading and e-commerce.

• Scholastic I SPY Spooky Mansion / Clifford Phonics / Guess How Much I Love You -Producer / designer for Interactive Storybook adaptations and educational game series based on top selling children's books from Scholastic, Walker Books, Candlewick Press and others.

• **Pokémon Champion Island** - Creator/producer of top-selling interactive board game. Adventure style game play with Pokémon collectibles and head-to-head battling. Nationwide top seller; two editions released!

Senior Producer Knowledge Adventure (division of Vivendi-Universal) **1998 - 2004** Managed dev cycles from concept & prototype through production, testing and release. Partnered with marketing teams to ensure line positioning, pricing and brand expectations. Led project teams, wrote design docs, flowboards, scripts and asset lists. Guided in-house and external resources against budgets and schedules. Review and provide direction for game builds and playables. Platforms: PC, MAC, PlayStation, PS2, GameBoy Advance. 10+ products shipped featuring IP from top brands.

Interactive Media Producer The Lightspan Partnership (Edmentum) **1995 – 1998** Responsible for game design, development and production of math and language arts titles for K - 6th grade school. Complex curriculum integrations with assessment modules. 2D & 3D animation intensive with large art teams. Managed multiple projects in parallel from concept & design thru testing and release. 10 titles developed for Win/Mac with ports to game consoles & web modules.

Honors & Awards

- 2012 Parent's Choice Award Eddy's Number Party! (iOS / iPad)
- 2010 Webby Award Mattel Games Portal [mattel.com/games]
- Dr. Toy 10 Best Educational Products Eco-Rangers Animal Kingdom game
- Oppenheim Toy Portfolio, Best Toy JumpStart Advanced Kindergarten / Learning System

Education

University of California, San Diego: Communications / Visual Arts Bachelor of Arts, Degree in Communications American Film Institute: Advanced Technologies Program Project Management Institute, Agile Certified Practitioner (PMI-ACP) Lic #1698872

Additional Skills & Tools:

MS Project, GSheets, GDocs, PowerPoint, Visio, OmniGraffle, Adobe Photoshop, Illustrator, 3ds MAX, Maya, Unreal, Unity, Flash, After Effects, Adobe Premiere, Pro Tools, App Store, iOS, Android, Test Flight, Google Analytics, Tableau, ComScore, Metrics Analysis, DoubleClick, DART, SEO, CMS, Drupal,.NET, ASP, PHP, Java, JavaScript, HTML-5, CSS-3, D3.js, XML, JQuery, ExtJS, Microsoft SQL Server, MySQL, SVN, GitHub, Agile, SCRUM, JIRA, GreenHopper, Kanban, BaseCamp, ActiveCollab, Pivotal Tracker, SharePoint, CRM, ERP

- please visit my online portfolio - http://jonsilver.carbonmade.com