

Emma Kumakura

Social and Mobile Games | Art Director/Producer

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QUALIFICATIONS PROFILE

I am a dedicated senior level social, casual, and mobile gaming professional with over a decade of production and project management experience.

In recent years, my in-depth knowledge of Flash and Maya combined with my art and management background has placed me in the forefront of the Social and Mobile Gaming industry. I have developed and implemented art to game pipelines as well as asset development processes that result in maximum efficiency, profitability, and high visual integrity.

I currently serve as Director of Production for San Francisco based mobile game development company, PlayFirst.

SPECIALTIES

Production

Production Management
Resource Management
Outsource Partner Management
Production Pipeline Development
Optimization of Workflows
Strategic Planning
Creative Strategy
Localization
Digital Production

Art/Visual

Art Direction
User Focused Design
Interactive Design
Art Pipeline Development
Rapid Iteration
Content Creation
Vector Illustration
Flash Animation

Programs

Flash
Photoshop
Illustrator
InDesign
Maya
3D StudioMax
SketchUp
Painter
SketchBook Pro

Other

Japanese Language
Free-To-Play Gaming
Social Gaming
Mobile Gaming
Team Building

PROFESSIONAL EXPERIENCE

Director of Production

PlayFirst
April 2011 - Present

Responsible for overall production and processes in iPhone and iPad features for Diner Dash, DinerTown Zoo, DinerTown Pets, Hotel Dash, Cooking Dash, and Wedding Dash. Manage and mentor team of Producers using Agile methodologies from conception to release striving to further the Diner Dash brand and gameplay experience.

Art Director

Playdom/Disney Interactive Media Group
January 2010 - April 2011

Developed art pipelines and processes tailored to the team, studio and game needs. Lead multiple art teams, including outsourced development, using Agile game development methodologies and techniques. Responsible for overall art design, user interface design, and print material production as well as setting artistic direction for games such as "Market Street" and "ESPN Sports Bar & Grill". I regularly worked in tandem with Product and Engineering teams to plan, scope, develop, and implement features for games.

Art Director

Storybook Anytime
April 2009 - January 2010

Created and managed all animation for the hit Facebook game "Reef Life" and downloadable casual game "Sam's Interactive Reader". Specifically implemented unique avatar and character design. Created and maintained style guides and technical implementation guidelines as well as gameplay strategies and user experience design.

Producer/Art Director

MTV Networks: 3D Worlds
February 2009 - July 2009

Developed and implemented feature sets in addition to new user acquisition and monetization strategies for the MTV Virtual World product. Directly managed internal/external artists, vendors, and client relations. Most notable, this included the development of numerous mini-games as well as customized media campaigns for clients such as Pepsi-Cola, Taylor Swift, and the Hills.

Producer

MILLIONS OF US LLC
May 2007-January 2009

Developed art and production pipelines for large scale projects such as the Sony Home initiative for Playstation 3 as well as numerous virtual worlds, massive multiplayer online-games (MMOG), Facebook games, and social media projects. Most notably, I exclusively produced the first virtual spaces for Uncharted: Drake's Fortune, Warhawk, and Far Cry within the Sony Home initiative for Playstation 3. Successfully produced highly visible projects with clients such as Activision, Nike, Dreamworks, and Coca-Cola.

Coordinator of International Relations (CIR)

JET Programme, Aomori, Japan
2001-2004

Initiated international relations at the grass-root level within a small village in Japan. Developed many cultural activities and events collaborating with both international individuals and Japanese. Most notably, I lead the development and design of the large scale "Tanbo Art" project, one of the Village's largest events.

EDUCATION

SCRUM Alliance, 2010

Certified SCRUM Master, Agile Game Development

Bachelor of Science in Animation, 2007

THE ART INSTITUTE OF CALIFORNIA, San Francisco, CA
• Production Management/Character Rigging emphasis

Bachelor of Arts in Japanese and Linguistics, 2001

THE OHIO STATE UNIVERSITY, Columbus, OH
• Japanese: Language and Culture emphasis
• Linguistics: Discourse Analysis emphasis

Study Abroad, 1998 - 1999

INTERNATIONAL CHRISTIAN UNIVERSITY, Mitaka, Japan
• Japanese Language and Linguistics emphasis

RECOGNITION

- National Society of Collegiate Scholars
- Golden Key