

Please see my full resume at <https://resume.zedarius.com>

---

## **Danny Olefsky**

**Data Analyst / Project Manager / Audio & Video Producer**

DannyOlefsky@gmail.com

Cell: 415-707-9086

With over 8 years in various roles in the video game industry and 2 years making award-winning music and video, my daily goal is to better the lives of as many people as I possibly can, whether they're coworkers or users of the product I'm working on. Let's make something awesome together.

### **Iron Tiger / NCSOFT (January 2019 - Present)**

#### **Data Analyst**

- Built dashboards for the publishing and development team, utilizing player cohorts to discover actionable insights.
- Performed ad-hoc analyses to identify and optimize user behavior, helping to raise tutorial completion by 30% and day 1 retention by 7%.
- Designed aggregate tables to increase query efficiency.
- Translated product questions into actionable data sets by utilizing past knowledge in game development.

### **Iron Tiger / NCSOFT (March 2017 - January 2019)**

#### **Project Manager**

- Scheduled and managed all content pipelines for one title.
- Managed a cross-disciplinary pod responsible for a core pillar of a second title.
- Built a long-term content schedule, suggesting mitigation plans to ensure a timely release.
- Customized JIRA workflows to allow for much easier task tracking.

### **The Vocal Company (Oct. 2014 - Dec. 2016)**

#### **Audio/Video Producer**

- Produced over 50 videos and 40 songs for clients worldwide, earning multiple awards and placements on compilation albums.
- Implemented Asana and trained coworkers on how to balance many projects at once.

### **JuiceBox Mobile (June 2014 - Sept. 2014, contract)**

#### **Production Consultant**

- Implemented JIRA to help the team organize tasks.
- Led daily standups to keep the team focused and communicative.

- Managed staggered releases across iOS and Android.

## **PopCap Games (Feb. 2012 - Nov. 2013)**

### **Associate Producer**

- Led a cross-disciplinary Scrum team of ~7 people through 10+ sprints (2-3 weeks each). Delivered features on time, meeting expectations defined by product owners.
- Guided the studio through a switch from Scrum in pre-production to Kanban for the push before release. Identified, prepared, and customized task tracking software.
- Supported more than 45 hotfixes, which included identifying critical bugs, balancing fixes with feature development, and ensuring a successful release.
- Oversaw coordination with the Audio team in Seattle to design, create, and implement over 160 sound effects and music tracks in our game.

## **ZipZapPlay, later became PopCap Games (May 2010 - Feb. 2012)**

### **Product Manager**

- Redesigned how metrics are recorded so events could be more easily tracked, processed, and analyzed.
- Defined key metrics on a per-feature basis, and produced postmortems to evaluate how they performed.
- Managed the virtual store; priced items and used marketing techniques to increase in-game spending.
- Optimized the tutorial funnel, increasing completion by over 10%.
- Spearheaded the implementation of a virtual currency to increase spending.

## **WonderHill (Nov. 2009 - Mar. 2010, contract)**

### **Associate Producer**

- Designed the economy of two Facebook titles.
- Wrote and maintained game design documents.
- Designed and created sound effects.
- Analyzed top Facebook games to identify trends and best practices.

## **LiquidFyre Games, LLC (Sept. 2007 - July 2009)**

### **Co-Founder/Creative Director**

- Defined and implemented game front-end using CSS and PHP.
- Responsible for game design, game balance, and virtual store itemization/pricing.
- Acted as primary community manager, handling user complaints, suggestions, and curating our forum.
- Managed outsourcing, including icon design and custom interactive map.

**Likes:** Electronic music, livestreaming, a cappella, video games, dogs, driving in the snow, making spreadsheets, sloths, bubble tea, unplanned adventures, long road trips, educating, learning new things, building IKEA furniture, tracking packages, hiking.