

# Jacob Estrella | Live-Ops Designer

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## Work Experience

### Live-Ops Designer

*Uken Games | Jan. 2023 - Present*

- Maintained a **2 month lead time** on scheduled events for *Jeopardy! World Tour*, **minimizing in-house pipeline blockages** for both QA and Platform teams.
- Hybridized reruns of old events with new, original events given the holiday calendar release cycle, **reducing content burn rate while keeping content fresh** for players.

### Level Designer

*Uken Games | Oct. 2021 - Jan. 2023*

- **Assisted onboarding new hires** and **supplemented processes** for existing hires across departments by documenting on core gameplay aspects and procedures of *Ava's Manor*
- Identified issues in internal level editor software and championed fixes that **boosted level creation output to 200+ levels** in a given month

### Level Designer

*LuckyVR | Jan. 2021 - Mar. 2021*

- Advised clients in the construction of level design blockouts, **predicting issues** and **deploying fixes** 4 days ahead of schedule.
- Collaborated with game artists and programmers, providing a **minimum of 3 playable prototypes available** for testing by publishers at any time.

## Relevant Experience

### Vice President

*Game Design Society Club | Apr. 2018 - Sep. 2019*

- Organized events to support **150+ members** interact with the game developer community, establishing the club's reputation as **competent and social members**.
- Spearheaded the 2nd annual GDS Montreal International Game Summit trip of 2019 with **50+ students**, as well as facilitated the **3rd largest site in Canada** for Global Game Jam 2018.
- Hosted **sponsored events with Activision and TESPA** on narrow deadlines and tight schedules.

## Education

Honours Bachelor Degree in Game Design

Graduated with Honours

*Sheridan College*

*2016 - 2020*

## Tools

### Development

Unity, Unreal Engine, OptiTrack, Oculus/Meta Quest VR, Git Version Control

### Documentation

Confluence, Notion, Adobe, Microsoft Suite, Google Suite

### Production

JIRA, Slack, GanttPro, Trello

## Achievements

- Presented to **12+ Companies** including Ubisoft, Certain Affinity, Remedy, and Gearbox
- Winner of the **Best Design Award** at the Ubisoft Demake Sprint Week 2019
- Sheridan representative **shortlisted and selected** for the Ubisoft Review Panel 2020