Jason CALDERONE

Product Designer

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👁 Profile

Seek a role to help an organization or team solve complex business and user problems in creative, interactive ways by leading design of products and services that look great, feel intuitive, fun and profitiable.

🛠 Skills

- ▪ UX/UI Design
- ▪ Game & Level Design
- ▪ Prototyping
- ▪ Mobile Applications
- ▪ Visual Design
- ▪ Wireframing
- ▪ Startups

🎓 Education

▪ **SAN DIEGO STATE UNIVERSITY**
Bachelors Of Science
Marketing & Advertising

📍 Benchmarks & Milestones

⭕ ENTREPRENUERSHIP

- Extensive experience in fast-paced, iterative scrum/agile development environments.
- Proficient in many leading techonologies including Unity, Maya, Adobe, JIRA, InVision and many others.
- Established the brand identity in all phases of the studio's persona
- Proven development leadership and team building skills

⭕ DESIGNING AAA PRODUCTS

- Increased retention by 30% with redesign of Sports app UI and UX.
- Designed mobile bowling app that held #1 free app spot for Mac downloads (all apps) for six weeks straight.
- Designed and led the most successful game release with Flux Family Secrets earning a 6X ROI
- Design, managed and created art for over 20 games and almost a dozen AAA titles in the casual space.

💼 Experience

Jun 2015 Present

Playas Play
VP Of Design
Redesigned the UX/UI removing bottlenecks, improving engagement and retention. I developed wireframes, userflows, prototypes, art and user personas/stories.

May 2001 Apr 2014

Skunk Studios®
Co-Founder & VP Of Design
Co-founded independent studio and helped define a new market segment, casual games, by consistently designing and shipping high quality games that reached tens of millions of users with revenue in the millions.

Jun 1999 May 2001

Shockwave.com
SQA Manager & Lead Game Designer
One of the original 10 picked to launch Shockwave.com and tasked with leading SQA for the company's flagship product **Shockmachine.**. Designed and developed the first internally released stand alone game sold to consumers through the company.

Sep 1998 Jun 1999

Macromedia
SQA Tester
Release the most ambitious and successful release of their flagship product, **Director** Studio. Recognized for my work and personally selected by VP to ensure a key release of the **Shockwave Player** was stable and on time.

PLAYAS PLAY

⚙ CONTRIBUTION

Redesigned entire product increasing the retention by 30%. Designed features, UX and UI and provided creatives for user acquisition and investor decks.

☑ SUCCESSES

★ Broke Top 100 downloads

★ Increased retention by 30%

★ Improved navigation and layout

GUTTERBALL

⚙ CONTRIBUTION

When publishers only wanted matching games I designed the most successful bowling game that revealed there was a broader audience hungry for games.

☑ SUCCESSES

★ Sustained 10k DL/day for 1+ years

★ 6+ weeks #1 DL in Mac App store

★ Designes license for real Alley's

DAILY MAH JONG

⚙ CONTRIBUTION

Improved the genre by creating beautiful tiles, symbols and layouts that tied to the progression and theme of the game.

☑ SUCCESSES

★ #1 hit on all major game portals

★ First daily content Mahjong game

★ Reinvigorated the genre

FLUX FAMILY SECRETS

⚙ CONTRIBUTION

Designed, directed and managed the most ambitious game launched by the studio. It was make or break for the studio and my success fortified our relationship with Big Fish Games as a source of AAA content.

☑ SUCCESSES

★ 4X+ ROI for Studio

★ All held #1 spot on Big Fish Games

★ #1 in international markets

QBEEZ

⚙ CONTRIBUTION

Our first hit that grew a successful and loyal audience that stayed engaged for well over a decade. Designed characters, animated shorts, provided voices and sound design.

☑ SUCCESSES

★ #1 on all major game portals

★ Top performer in third party skill-based game systems.

TAMALE LOCO

⚙ CONTRIBUTION

My original concept and design that had impressed ex-Pixar exec Lawrence Levy so much that he asked me to develop it internally at Shockwave.com. First Try-before-by downloadable gam

☑ SUCCESSES

★ #1 game on Shockwave.com

★ Proved that "web" games could rival those on Ninetendo and helped created the casual market.