# Joseph Domenici

**San Francisco, CA** — **(760) 504-9049** — **josephdomenici@gmail.com** — **LinkedIn**

Veteran design leader with 10+ years of professional experience and 3 shipped titles. Pursuing design leadership opportunities, with particular interest in teams exploring emerging genres, core loops, and monetization models.

- Skilled at leading cross-functional teams and aligning teams to product/creative pillars
- Expertise in designing, modeling, and balancing complex systems and economies
- World-class IP experience with Harry Potter, WWE, Olympics, Bored Ape, Power Rangers

## EXPERIENCE

### nWay                                                                    Remote
*Small startup developing and publishing cross-platform PvP action games.*

**Lead Game Designer** – *Wreck League* *(shipped)*                      2021 - Present

Promoted following studio acquisition by Animoca Brands to lead economy and tokenomics design across 3 studio projects. Design core systems such as matchmaking, progression, and combat stats. Manage a team of 2 lead designers, 3 combat designers, and 1 systems designer. Plan studio roadmap as part of studio leadership team.

- Established studio best practices in Web3 design following studio acquisition.
- Co-invented patent for innovative publishing system bridging Web3 and F2P economies.
- Scripted studio inventory system to track and analyze distribution of millions of NFTs.

**Senior Systems Designer** – *WWE Undefeated* *(shipped)*                2020 - 2021

Designed core F2P economy and systems such as matchmaking, progression, and combat stats. Planned quarterly content roadmap with discipline leads. Managed a systems designer.

- Led initiative to transition studio from in-house MMR system to Elo, resulting in massive improvements in player rating accuracy across entire studio portfolio.
- Led investigation into faulty rollback netcode library, resulting in noticeably smoother combat on mobile devices and improved app ratings.

### Jam City                                                          San Francisco, CA
*Award-winning mobile F2P developer/publisher with $XXXm annual revenue.*

**Systems Designer** – *Harry Potter: Hogwarts Mystery* *(shipped)*         2018 - 2020

Led F2P live ops and economy design as the sole systems designer on a product with $100m+ revenue and 1m+ active users. Planned quarterly content roadmap with product leadership. Managed a junior content designer.

- Led design and implementation of 7 core event systems, including the highest revenue-generating event across the studio's portfolio.
- Mentored direct report's growth in economy design, culminating in a deliverable that optimized and revamped the core economy.

### Storm8
Redwood Shores, CA

*Mobile F2P puzzle developer acquired by Stillfront Group for $300m.*

**Game Designer** – *Cupcake Mania*, *Frozen Frenzy Mania*    2016 - 2018

Designed and tuned hundreds of Match-3 puzzle levels. Modeled live ops systems, authored SQL queries, analyzed production data, and optimized event economies for revenue growth.

- Authored Unity and Google Apps Script tools which doubled content creation speed.

### RockYou
San Francisco, CA

*In-game video ad platform integration with popular mobile F2P games.*

**Associate Game Designer** – *Words of Wonder*    2015

### Kiwi, Inc.
Palo Alto, CA

*Small startup developing mobile F2P RPGs acquired by Jam City.*

**Associate Game Designer** – *Westbound*    2014 - 2015

## EDUCATION

### Stanford University
Stanford, CA

Bachelor of Arts in Psychology    2009 - 2013

Minor in Creative Writing    2009 - 2013

## VOLUNTEERING

### Sunbloom Media Arts Center
Remote

*Growing the games industry into a safer and more equitable space.*

**Director of Operations**    2024 - Present

Manage operations for a DEI-focused nonprofit. Establish and document organization processes and policies, onboard new team members, research funding opportunities, and facilitate mentorship program launch comprising 28 participants.

### Gameheads
Oakland, CA

*Game development education program for underprivileged youth.*

**Mentor**    2024

Mentored low-income and BIPOC youth on game design skills and broad industry topics.

## SKILLS

**Design:** Cross-functional leadership, management, mentorship, systems design, economy design, UX design, metadata design, systems simulation, data analysis, scripting, tooling

**Technical:** Unity, Adobe XD, Photoshop, SQL, C#, Javascript, Google Apps Script, HTML, CSS

**Production:** Google Workspace, Microsoft Office, Jira, Confluence, Notion, Git, SVN