

ALEXANDER RIVAN RONALDS - 卢易恩

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PROFILE

I was fortunate to grow up in Hong Kong, France, and the United States. Hold dual citizenship with passports from an American mother and Australian father and speak native English, fluent French, and basic Mandarin. I have a deep understanding of both Eastern and Western business practices and culture. My experience has centered on international game production with a specific emphasis and interest in “virtual goods” business models.

MANAGEMENT EXPERIENCE

*Executive Producer, **Balanced Worlds*** Beijing, China August 2010 – Present

- Managing development of a top secret project for a world class publisher in the bunker of our Beijing based studio.

*CEO & Founder, **Argine Consulting*** Beijing, China July 2009 – Present

- Consulted for gaming companies on processes, game design, personnel hiring, content roadmaps, localization issues etc.
- Provided business development services, including introductions, business discussions and contract negotiations.
- Provided due diligence services on Chinese game companies and their gaming products.
- Performed on-site training for production and game design staff.
- Helped build roadmaps for companies who wanted to set up operations in China.
- Decreased production times by implementing SCRUM methodology and building proper QA processes and teams around them.
- Created content road maps, game design documents, and other documentation essential to development.
- Refined ongoing gameplay and undertook game design audits.

*Producer – **Warrior Epic, Possibility Space*** Beijing, China July 2007 – July 2009

Highlights

- Oversaw creative and technical development on the company’s primary product, Warrior Epic. Team included 23 artists, 11 programmers, 9 designers, and various third party contractors based in Beijing and the United States.
- Developed and maintained overall development schedules.
- Acted as a liaison between the development team, upper management, and multiple publishers around the world.
- Produced the product through several critical phases of development including; two Distribution Tests, two Closed Betas, and launch.
- Simultaneously launched the product in the United States and Europe in seven different languages.

Duties

- Used detailed planning schedules and stringent organization processes to increase each team’s productivity and ensure delivery of key milestones.
- Managed relationships with publishers, working with them on a daily basis to find solutions to difficult-to-solve problems.
- Supervised and managed daily tasks for our third-party audio company based in the US.
- Designed and managed production of many key systems and UI.
- Refined many of the games’ existing core systems to be more user friendly, which increased overall fun factor, and allowed for better replay value.
- Assumed responsibilities for the company's build process for the primary product.
- Reduced the failure rate of our build process from 40% to nearly 5% by increasing the transparency of build-related errors.
- Created all build-related documentation; build notes, patch notes, etc.
- Built the version release process; which simultaneously delivered new versions and supplementary files to partners and publishers.
- Managed one internal and one external deployment of the game, keeping them both online 24/7 and always up to date with latest version.
- Managed QA efforts for the entire company, including administration of bug tracking software, organization of daily tests, and basic stress testing.
- Performed multiple stress tests, coordinating with publishing partners and game developers to achieve over 3000 online users (both real and simulated).

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- Worked with localization teams around the world to successfully translate the product into French, Spanish, German, Turkish, Mandarin, and Taiwanese.
- Hired multiple key people for the company, including the QA Manager and the Associate Producer.

Project Manager, Boonty Beijing, China July 2006 – July 2007

- Oversaw 15 Chinese game developers at French-based, leading supplier of digital distribution solutions for online and PC gaming, whose casual game platform is utilized by over 100 partners worldwide, including internet portals, ISPs, and mobile operators.
- Oversaw production of 15 games (six simultaneously) on Café.com (Boonty's break into the "game item purchasing" market by bringing high quality games, together with online multiplayer use).
- Inherited two projects that were in jeopardy of being lost due to bad design. Through proper project planning and much needed tweaking, the team delivered two outstanding games that became the most played on the platform.
- Acted as the final quality control gatekeeper for all content going onto our café.com platform.
- Defined base-level launch requirements for all newly developed content.
- Assessed project feasibility, organized requirements, and executed project plans for several partner companies.
- Worked with Nickelodeon to modify our platform for their needs and created four games with their IP for launch on it. These games included, *Spongebob Grease Bonanza* and *Fairly Odd Parents, Magic Tournament*.
- Worked with CEO on the broad product plan for content on café.com.
- Interfaced with third party game developers to make games and content for our café.com site.

Producer / Manager, Chopschticks, The Comedy Tour Beijing, China August 2006 – Present

- Coordinate bimonthly comedy tours, recruit prominent American comedians who perform in Beijing and Shanghai nightclubs.
- Promote shows through media outlets and expatriate organizations drawing tens of thousands of attendees to date

Head Organizer, Oriented—Beijing Beijing, China June 2006 – January 2010

- Arranged, promoted and hosted monthly networking events for 100-150 young professional Chinese and expatriates at high-end Beijing lounges.
- Facilitated mutually beneficial introductions among small and medium enterprises.
- Negotiated with venue managers to provide guests amenities and print media companies to promote events.

EDUCATION

University of Southern California Los Angeles, California January 2002 – May 2005
BS, Business Administration, global management concentration, Marshall School of Business

Beijing Language and Cultural University Beijing, China February – July 2006
A-level, Mandarin Chinese Course

SKILLS

Languages: English (native), French (fluent), Mandarin (basic)

MEDIA

"Model Networker." *Agenda Magazine* Feb. 2009

Web Article: <<http://www.thebeijinger.com/blog/2009/02/25/Model-Networker-Orienteds-Alexander-Rivan-Ronalds-tells-us-how-to-make-the-right-con>>

Print Article: <<http://www.expatriate.org.uk/interviews/agenda20090226.jpg>>

"Ask Beijing Networking." *City Weekend Magazine* Oct. 2008

Web Article: <<http://www.cityweekend.cn/beijing/articles/mag-bj/cover/get-job/>>

Print Article: <<http://www.expatriate.org.uk/interviews/cityweekend20081009.jpg>>