

Sebastien Samson - Game Leadership CV

Toronto, Canada • sebsamson.com • ca.linkedin.com/in/sebsamson • contact@sebsamson.com

Summary

Production and studio leader with more than 17 years across VR/MR, mobile F2P, MMO and platform ecosystems (Roblox, UEFN). Known for shipping and scaling live services, owning roadmaps and backlogs, and building high-performing cross-disciplinary teams. Strengths include live-ops and roadmap planning, KPI and economy optimization, org design and mentorship, publisher and partner management and hands-on systems and UX.

Core skills

- **Production leadership & delivery** - scoped planning, sprint execution and launch readiness.
- **Live-ops & roadmapping** - prioritization, experiment cadence and KPI trees.
- **Backlog & prioritization** - clear Definition of Ready and Done, backlog hygiene and milestone tracking.
- **Cross-discipline execution** - leading Design, Art and Engineering towards aligned outcomes.
- **Economy & monetization optimization** - KPI-driven tuning, A/B tests and experiment analysis.
- **Org building & mentorship** - recruiting, coaching, career ladders and evaluation standards.
- **Publisher & partner communications** - gates, build reviews and external coordination.
- **Analytics-informed decisions** - interpreting telemetry and qualitative readouts to guide roadmaps.
- **Platforms** - VR/MR, mobile F2P, MMO, Roblox, UEFN.

Selected leadership highlights

- **Kluge Interactive (2023 - present)** - Lead design and production support across a multi-product VR/MR portfolio; manage design across multiple Horizon Worlds titles; direct Final Fury with hands-on execution; oversee Roblox and UEFN product support; coordinate with external partners for a standalone VR project.
- **Ludia / Jam City (2022 - 2023)** - Department-level leadership for all design teams and creative directors. Built org standards, ran recruiting, training and mentoring and orchestrated studio-level planning and product optimization across live F2P titles such as **Jurassic World Alive**, **Jurassic World: The Game**, **Love Link**, **Dragons: Rise of Berk**, **TMNT Legends**, **Feud Live!** and **DC Heroes & Villains**.
- **EA / Slightly Mad Studios (2018 - 2021)** - Project owner for **Project CARS GO**. Owned roadmap, backlog, milestone delivery, KPI monitoring and optimization, economy and

UX; led designers; managed publisher communications; coordinated production across engineering, art, QA and analytics.

- **LEGO (2017 - 2018)** - Creative and production leadership for **LEGO Life**; backlog definition, prioritization and analytics guidance focused on engagement and retention.
- **Bigpoint (2013 - 2015)** - Co-owned product vision and led designers for **Farmerama**; stabilized declining metrics by shipping system and feature improvements and by aligning the roadmap with business goals.
- **Earlier roles** - Contributed to system design, production support and prototype-to-ship pipelines across Wii, DS, iPhone and web titles.

Professional experience

Kluge Interactive - Studio Game Design Director (Remote, Oct 2023 - present)

- Lead design and production support across a multi-product VR/MR portfolio, acting as studio design leader while reporting to remote management.
- Dotted-line manage design teams for multiple Horizon Worlds titles, aligning creative direction and production dependencies.
- Direct **Final Fury (VR)** from concept through ongoing playtests; oversee roadmaps and resource allocation for R&D projects and third-party partnerships.
- Collaborate with external partners to align deliverables, milestones and go-to-market readiness for a standalone VR project.

Freelance Production & Gamification Consultant (Part-time, 2023 - present)

- Provide production and design leadership to VR and mobile game teams; facilitate backlog prioritization, KPI planning and cross-discipline coordination.
- Run workshops to establish design pillars, roadmaps and delivery rituals; mentor teams on live-ops planning and analytics-informed decision-making.

Fiction Pact - Founder & Game Lead (Part-time, Jan 2026 - present, pre-funding)

- Founded and lead a four-person team building an expandable open-world role-playing platform powered by user-generated content, with genAI-assisted tools and a photogrammetry pipeline.
- Set vision, pillars and roadmap; build early milestones and team structure; coordinate cross-discipline collaboration.
- Establish creation pipeline and FTUE strategy for players and creators; explore enabling technologies for scalable world-building.

Ludia / Jam City - Senior Studio Director, Design (Remote, Jan 2022 - May 2023)

- Led all design teams and creative directors across the studio; built evaluation rubrics, standards and review rituals that improved throughput and clarity.
- Orchestrated portfolio-level planning and resource allocation across multiple live F2P titles and partnered with product and analytics on KPI trees and experiment roadmaps.
- Recruited, onboarded and mentored senior hires; set career ladders and progression paths; streamlined ceremonies to reduce meeting load and increase decision speed.

- Coordinated cross-title resourcing to meet seasonal content and event commitments and advocated for player-first design choices while maintaining delivery predictability.

EA / Slightly Mad Studios - Game Director, Project CARS GO (2018 - 2021)

- End-to-end ownership of scope, budget awareness, timelines and launch readiness.
- Ran the roadmap and backlog with clear prioritization and measurable outcomes.
- Translated KPI readouts for retention and conversion into economy and UX changes.
- Instituted A/B testing plans and experiment analysis in partnership with analytics.
- Coordinated art, engineering, QA and publishing stakeholders to hit gate milestones and manage go/no-go decisions.
- Implemented rituals for sprint planning, reviews and postmortems and ensured live-ops planning and support after launch.

LEGO - Senior Gamification Design Manager, LEGO Life (2017 - 2018)

- Prioritized backlog with product managers and engineers to move retention and engagement targets.
- Tuned progression, reward and social loops based on telemetry and safe-by-design constraints.
- Coordinated multiple pods and maintained alignment across brand and platform guidelines.
- Authored specs and UX flows that accelerated implementation and reduced rework.
- Drove experiment plans with success criteria and clear roll-out steps.

Bigpoint - Senior Lead Game Designer, Farmerama (2013 - 2015)

- Led a small design team focused on systems, events and live-ops features; co-owned product vision.
- Arrested KPI declines by shipping targeted improvements to core loops and balancing sources and sinks.
- Created experiment playbooks, dashboards and roll-out plans with risk controls.
- Standardized documentation and review templates to speed cross-team handoffs; partnered with community and support teams to transform feedback into backlog items.

Playraven - Senior F2P Designer, Spymaster (2015 - 2016)

- Established creative vision with the game director and led system design, monetization and retention strategies.
- Balanced progression and difficulty; monitored economy and monetization offers.
- Collaborated with data analysts to inform decisions and adjust design strategies.

Earlier roles - Frima Studio (2011 - 2013), Ubisoft Québec (2008 - 2011)

- Contributed to system design, production support and prototype-to-ship pipelines across Wii, DS, iPhone and web titles.
- Shipped multiple titles including **Skylanders: Spyro's Universe**, **Combat of Giants: Dinosaur Strike**, **Petz Fantasy** and others.

- Developed documentation and balancing for prototypes; collaborated with cross-functional teams.

Web Designer (2002 - 2006)

- Designed and developed interactive Flash websites and games.

Education & training

- **Université de Montréal (UdeM)** - D.E.S.S. (Master's-equivalent) in Game Design, 2008.
- **Université du Québec à Montréal (UQÀM)** - B.A. in Communications (Interactive Multimedia), 2007.
- **Google Project Management** - Coursera certificate.
- **Foundations of Teaching for Learning** (1 & 2), Commonwealth Education Trust.

Languages

French (native), English (professional), German (intermediate).

Tools & platforms

- **Production & documentation:** Jira, Confluence, Google Workspace, spreadsheets, flowcharts.
- **Game engines:** Unity, Unreal.
- **Version control:** Perforce, Git.
- **Scripting:** C#, JavaScript, VBA.
- **Collaboration:** live boards, wikis and remote whiteboards.