

# JOHNSON LIGHTFOOTE

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## WORK EXPERIENCE

### **Disney Interactive, Associate Producer**

*June 2013 - March 2014*

- Produced and designed 55 new content releases reaching 100,000+ players for *Disney's Ghosts of Mistwood* Facebook Game by collaborating with engineering, artist, and quality assurance teams
- Increased daily revenues by 10-30% per content (each averaging daily revenue of \$25k) by designing and tracking 50+ AB tests of new content comparing monetization metrics: ARPDAU, ARPPU, Percent Payers, Player Retention
- Collaborated in monthly content creation roadmaps and daily team meetings to meet project deadlines

### **Disney Interactive, User Research Intern**

*October 2012 - May 2013*

- Created analysis reports for 10+ Disney titles comparing features, usability, and competitive landscapes
- Coordinated with 5 game teams to create reports detailing important features and usability concerns to project stakeholders
- Led 3 weekly moderation sessions with participants ranging from children (3+) to adults identifying usability and game design issues over a 7 month period

### **Sony Pictures Entertainment, Spectrum Mobile Game Analyst Intern**

*January - April 2012*

- Constructed 4 analysis reports for Sony Pictures *Jeopardy!* and *Wheel of Fortune* titles by researching competitors and evaluating 500+ consumer feedback reports
- Researched and delivered presentation discussing monetization models in the mobile games space to 12 Digital Networks executives to guide price points of future Sony Pictures titles

### **Marvel Studios, Video Game Development Intern**

*May - August 2011*

- Reviewed 10+ titles and examined branding representation for game proposals, builds, and scripts featuring Marvel characters
- Submitted 5 case reports to game publishers (Capcom, Activision, THQ) with solutions for fixing branding and game design issues
- Evaluated and gave feedback on 3 business proposals for new games featuring Marvel franchise characters

### **ShortForm TV (Social Media Video Sharing Startup), Social Media Intern**

*May - August 2011*

- Secured 20,000+ weekly views and 124 subscribers through advertising promotions via social media sites
- Earned top viewer award 2 weeks in a row by managing 4 ShortForm TV channels

## EDUCATION

### **University of Southern California, Marshall School of Business**

*May 2012*

*B.S. in Business Administration with Project Management and Marketing Emphases  
Minor in Video Game Design and Management*

- Dean's List for the Marshall School of Business (GPA 3.5)
- Orfalea Scholarship Winner (Earned for high academic achievement)
- Certified ScrumMaster

## LEADERSHIP

### **Lead Producer on Switch (<http://tinyurl.com/switchgame>)**

*August 2011 - December 2011*

- Led team of 9 as Lead Producer on Action/Puzzle Game, *Switch*
- Game selected as a finalist to represent the Intermediate Games Program at USC's Demo Day

### **President of USC Gamers Network**

*August 2009 - April 2012*

- Recruited 100+ members over the course of 4 years by leading a team of 6 VPs
- Organized 10 tournaments with corporate sponsorships (ASUS, NOS Energy Drinks, PS VITA) and 150+ attendees

**Conference Associate GDC Volunteer** (25% acceptance rate, selected past 3 years)

**Speaker at Unbounded Thinker's Symposium** (Invited speaker for the game industry at alma mater)

## COMPUTER SKILLS

MS Office Suite, Jira, Tableau, MS Project, Tortoise SVN, Confluence, Adobe Photoshop, HTML, Final Cut Pro