

Patrick Bellanca

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Executive Summary

Veteran game development leader with 15+ years of experience shipping games, from cutting-edge IP-branded content on UGC platforms like Fortnite and Roblox to blockbuster mobile games like Monopoly GO! to AAA console hits like Madden NFL Football.

Deep understanding of game development, game design, and rapid production methodologies. Firm believer that game dev magic comes from flexible tools, rapid prototyping, and planned iteration. Looking to build, grow, and lead a design team.

Professional Experience

Sony Immersive Music Studios - Creative Lead / Lead Game Designer **06/2021 - 04/2024**

Sony Immersive Music Studios is a subsidiary of Sony Music with around 40 employees where I led a small dev team to develop immersive, interactive music-based licensed IP experiences.

- Drove creative vision and direction, product definition, roadmap, and delivery.
- Coordinated multidisciplinary resources to rapidly prototype and prove out dynamic and innovative interactive experiences on short timelines and with tight budgets.
- Released 5 products in 2 years, including a live-operated platform on Roblox.
- Drove record discovery and consumption of new artists' music by engaging and activating 100k+ players.
- Delivered world-class brand fidelity across design, development, and execution.
- Check my portfolio to find out more about [Fortnite Islands](#) and [AVNU: Where Music Meets](#).

Scopely - Lead Game Designer - Monopoly GO! **01/2020 - 06/2021**

Scopely is a mobile gaming titan with 2000+ employees where I was a Product Owner for one of the four core development pods within Monopoly GO!, the fastest mobile title to earn \$3B USD.

- Worked directly with studio GM, creative director, and production to define, scope, deliver, and polish tentpole features.
- Drove development within a multidisciplinary team, delivering reliably on timeline and quality targets.
- Stood up content pipelines and processes for map development against a world-class IP.
- Owned all aspects of feature experience, from ideation to UX to implementation, testing, feedback, and validation.
- Check my portfolio to find out more about my contributions to [Monopoly GO!](#).

Backflip Studios - Senior Game Designer **01/2019 - 01/2020**

Backflip Studios was a subsidiary of Hasbro with ~75 employees where I collaborated with a small dev team using Unity to develop a licensed free-to-play mobile game.

- Owned content design, planning, and execution, and also established documentation best practices for the design team.
- Hasbro closed the studio and I was part of the team acqui-hired for Monopoly Go!

EA Sports - Game Designer - Madden NFL Football / Tiger Woods PGA Tour **2007 - 2019**

Spearheaded the development of tentpole Madden NFL Football features and product updates as Designer and Product Owner for 13 shipped annual titles.

Game Designer II - Madden NFL 20, Madden NFL 19 **2017 - 2019**

- Conceptualized and produced significant live service platform features, playing a pivotal role in EA's digital transformation and the establishment of EA's competitive division.
- Oversaw and fostered strategic relationships between game design and partner teams, including leadership, production, art, marketing, legal, and community.
- Check my portfolio to find out more about [Madden 20](#) and [Madden 19](#).

Game Designer I - Madden NFL 18, Madden NFL 17, Madden NFL 16 **2014 - 2017**

- Designed a new online mode called *MUT Squads* that became the marketing focus after overwhelmingly positive reception from fans at EA Play.
- Designed an innovative program for EA's Competitive Gaming Division called *The Gameday Program* that put Madden Esports players into Madden Ultimate Team.
- Check my portfolio to find out more about [Madden 18](#), [Madden 17](#), and [Madden 16](#).

Assistant Game Designer - Madden NFL 15, Madden NFL 14 **2012 - 2014**

- Worked directly with the creative director to design and implement a new vision for the game's broadcast presentation.
- Owned the design and implementation of an important marketing feature called *The Living World* that harnessed new consoles' power to push the visual limits.
- Check my portfolio to find out more about [Madden 15](#) and [Madden 14](#).

Associate Game Designer - Madden NFL 13, Madden NFL 12 **2010 - 2012**

- Designed and implemented complex logic trees and visual presentation sequences that appear throughout games based on game context using proprietary tools.
- Built and released popular weekly content based on the week to week NFL season.
- Check my portfolio to find out more about [Madden 13](#) and [Madden 12](#).

Senior QA - Madden NFL 11 Wii, Madden NFL Arcade **2009 - 2010**

- Designed a brand new user experience for Madden's Franchise mode on the Wii.
- Designed and implemented all of the game's sound assets.
- Check my portfolio to find out more about [Madden 11 Wii](#) and [Madden Arcade](#).

Automation Analyst - Madden NFL 10 Wii **2008 - 2009**

- Designed a revolutionary gameplay feature called *Call Your Shot* that leveraged the Wii's motion controls.
- Check my portfolio to find out more about [Madden 10 Wii](#).

Development Tester - Tiger Woods PGA Tour 09 Wii **2007 - 2008**

- Designed 5 innovative new mini-games that leveraged the Wii's motion controls.
- Check my portfolio to find out more about [Tiger 09 Wii](#).

Education

Rochester Institute of Technology - Rochester, New York
Master of Science in Information Systems, 2004

References available upon request