

Dr. Roberto Dillon – Curriculum Vitae

Citizenship: Italian (Permanent Resident of Singapore)

Email: roberto@programandplay.com

Linkedin: <http://sg.linkedin.com/in/robertodillon>

Twitter: rdillon73 (3,100+ followers)



“Roberto is one of the world foremost experts in the history of computing”
- Michael Tomczyk

TL;DR: Varied set of technical and creative skills allow me to provide effective and inspiring leadership by being actively involved across different areas. More than 10-year experience as a game developer / designer / producer and in managing projects with budgets up to US\$1 million, leading teams in both VC funded start-ups and academia. Excellent mentorship, writing and communication skills (author of different game design books and speaker at major game industry events worldwide), Unity Certified Developer, Certified Scrum Master and analytic mindset, I can define and follow up on an appropriate set of KPIs related to game design, production and/or business targets. Games I have designed/developed have been selected for international festivals like “Sense of Wonder Night” (Tokyo Game Show) and have reached top positions on both the AppStore and Google Play. Finally, I am perfectly at ease in either a suit or jeans/t-shirt, hence able to relate to stakeholders at any level as well as development teams.

Game Development Highlights:

Year	Game	Role	Platform	Description
2015-2016	Robin Hood: Give and Take	Creative and Production Lead	Web, Android, iOS	#1 Kids App (Ages 9-11) on iOS in 5 countries and #1 Game in one country (Estonia). Top 10 Arcade Game in 9 countries and Top 100 Game in 13 countries (http://bit.ly/2pFJvxR). On Google Play, Top 100 Game in 5 countries and Top 100 Arcade Game in 20+ countries including both emerging and major markets (http://bit.ly/2pFvL3s)
2013	Horse Master (mobile edition)	Creative Lead	iOS	#1 Sports or Racing game in the AppStore in 20+ countries including Australia.
2012	Horse Master	Creative Lead	Facebook	One of the top horse racing games on Facebook in 2013 in terms of MAU, next to Ubisoft's Horse Haven. The game had a USD 1 million budget .
2010	Orfeo: a Game in Music	<i>One man band</i>	PC	An experimental music game selected for “ Sense of Wonder Night ” (Tokyo Game Show) and other international game festivals.
2007-2009	M-EDGE	Project Lead	PC / PS3	Funded by the National Research Foundation of Singapore with USD 1 million , the “Music-Emotion Driven Game Engine” is a platform for developing a new generation of music games where players interact by playing a real musical instrument. The middleware itself plus different games and prototypes were developed under my supervision.

Education

- **2004--Ph.D.** Degree in *Electrical and Computer Engineering* from the University of Genoa, Italy.
- **1999--Master** Degree in *Electrical Engineering* from the University of Genoa, Italy. Final Mark: 106 / 110.

Memberships and Professional Certificates

- “Certified Scrum Master” (CSM) by the Scrum Alliance (certification obtained in 2008) (<http://members.scrumalliance.org/profiles/26389-roberto-dillon>)
- “Unity Certified Developer” (certification obtained in 2016, CID: 201610UCD1000)
- ICAN (“International Choice Award Network”) member (since 2015).

Positions held:

Feb 2011 - Present: Founder & CEO, Adsumsoft: Game Development & Design Consultancy services (<http://adsumsoft.programandplay.com>)

"For sure, Adsumsoft does nothing like anybody else" - Pockett Videogames
"We had a look at Adsumsoft and find your apps have potential" – Jay Horathai, Google

- Developed and self-published mobile games on Google Play and Apple App Store that reached top positions across several categories (eg. Arcade, Family, Puzzle, Strategy, Kids etc.) in both emerging and major markets.
- Conduct all business-related activities, including business development leading to:
 - Contract with Spil Games to publish the web version of “Robin Hood” under exclusive license for their gaming portals.
 - Contract with Fingerprint Digital Inc. for publishing Adsumsoft’s existing Android catalogue of games on their line of Playaway LaunchPad tablets for kids.
- Managing teams per project requirements and production cycles accordingly.
- Games include (selection):

Year	Game	Genre	Platform	Description
2015-2016	Robin Hood: Give and Take	Platformer	Web, PC, Android, iOS	#1 Kids App (Ages 9-11) on iOS in 5 countries and #1 Game in one country (Estonia). Top 10 Arcade Game in 9 countries and Top 100 Game in 13 countries (http://bit.ly/2pFJvxR). On Google Play, Top 100 Game in 5 countries and Top 100 Arcade Game in 20+ countries including both emerging and major markets (http://bit.ly/2pFvL3s)
2014	Turky's Date	Puzzle	iOS, Android, Tizen	A sliding tile puzzle that reached the Top 100 Strategy and Puzzle games on iOS in a few countries (http://bit.ly/2pUdAGL). Selected for the Indie Prize Showcase at Casual Connect Asia in 2013 (under its prototype name ‘Turky on the Run’).
2014	Defense: Evolution	Strategy	iOS, Android	A minimalist tower defense game based on Conway's Game of Life / Cellular Automata theory. On iOS, reached Top 500 Strategy Game in 15+ countries (http://bit.ly/2pFEWRE).
2014	Shaken	Run and Gun	C64	An arcade shooter game for the evergreen Commodore 64 computer. 5 th Place at TND SEUCK Competition 2014
2010	Orfeo: a Game in Music	Music / Experimental	PC	An experimental music game selected for “ Sense of Wonder Night ” at Tokyo Game Show and other international game festivals.

Feb 2011 - May 2013: Chief Game Designer: Kentaura Pte.Ltd. (Singapore)

- Lead the creative team for a F2P game, Horse Master, and its mobile (iOS) spin off.
- Liaised with upper management to keep the game vision consistent and then work with designers, artists and programmers across the team to implement it.
- Defined and documented all game systems, balance and game economy.
- Produced wireframe diagrams and game design documentation as required.
- Worked with online tools such as Wiki, JIRA etc.
- Mentored junior developers.
- Released Games include:

Year	Game	Genre	Role	Platform	Description
2013	Horse Master (mobile edition)	Racing/Gambling	Creative Lead	iOS	#1 Sports or Racing game in the AppStore in 20+ countries including Australia.
2012	Horse Master	F2P, Farming/Racing/Gambling	Creative Lead	PC	One of the top horse racing games on Facebook in 2013 in terms of MAU, next to Ubisoft's Horse Haven. The game had a USD 1 million budget.

June 2012 - Present: Associate Professor for the School of Business and IT, James Cook University – Singapore campus.

- Teaching Game Design, Advanced Game Design (focusing on game mechanics and quick board game prototyping), Game Engine and Simulation (Unity3D, AI), Games for Business and Gamification and Project classes for the Bachelor and Master Degrees in IT (Interactive Technologies and Game Design) as well as Business Plan and Interdisciplinary Project for our BBA and MBA degrees.
- Research on models for game analysis and design, emotions and user experience, Virtual Reality, history and business of computing etc. (Principal Investigator for the ViGArt project - JCUS003/2013/RD)
- Organizer and Event Director for **"Retro Inspired Game Development Festival"** (2015, 2016), including a game jam for students (more than 120 students from 9 different institutions in 2016) and public lectures with industry and international guests. Liaised with external companies such as Ubisoft, Razer and Unity Technologies for support and sponsorships.
- Liaised with Unity Technology to establish JCU as the first University with an **"Authorized Training Centre"** (ATC) status in South East Asia to offer students a curriculum compatible with requirements set in the **"Unity Developer Certification"** (note: I was the first Singapore based educator to be officially certified by Unity in October 2016).
- Supporting Marketing department in business development activities locally and internationally.
- Founder and Curator, **"JCU Museum of Video and Computer Games"**, the first museum completely dedicated to the history of video gaming in South East Asia. Organized a museum exhibit on early game engines from the 8 and 16 bit generations at GDC17 in the RetroPlay area.

- Featured in the documentary “Inside the Storm, Season 2 Episode 4: Nintendo” aired on Channel News Asia, 8/2/17: <http://video.toggle.sg/en/series/inside-the-storm-s2/ep4/476360>
- Consulting for the Ministry of Culture, Youth and Sports of the Government of Brunei Darussalam for establishing a local gaming and multimedia industry in the country (2012).

Aug 2009 – April 2012: Department Chair / Assistant Professor for the Department of Game Software Design and Production, DigiPen Institute of Technology - Singapore.

- Managing academic staff and ensure all game design and production courses are effectively being lectured in line with requirements.
- Teaching different subjects for the B.A. and B.Sc. Degrees in Game Design and for the B.Sc. in Real Time Interactive Simulations.
- Supporting Marketing Department in business development activities.
- Interviewing both prospective students and lecturers besides mentoring existing freshmen and sophomore students.
- Served as a judge for the Singapore Police Force sponsored competition “Life does not rewind” targeting at polytechnic and ITE students for developing video games on drug abuse issues (2011).
- Taught several IGF award winning students.

Jan 2007 - Jul 2009: Lecturer / Project Lead at the School of Interactive and Digital media (SIDM), Nanyang Polytechnic (Singapore).

- Module Leader for “Production and Project Management”, “Audio Creation” and “Digital Entertainment and Society” besides teaching also different subjects like “C++ Programming”, “Digital Entertainment Systems” and “AI for Games”.
- Principal Investigator/Project Lead for M-EDGE (Music-Emotion Driven Game Engine, fully funded with **USD 1million** by the **National Research Foundation of Singapore** under the grant NRF2007IDM-IDM002-015). Conceptualized and wrote the research proposal, designed the engine architecture, recruited and managed the team from August 2007 to July 2009.
- Supporting Marketing Department in business development activities.
- Game related projects included:

Year	Project	Genre	Role	Platform	Description
2007-2009	M-EDGE	Middleware	Project Lead	PC/PS3	Funded by the National Research Foundation of Singapore with USD 1 million , the “Music-Emotion Driven Game Engine” is a platform for developing a new generation of music games where players interact by playing a real musical instrument. Different games were developed under my supervision..

Jan 2005 - Dec 2006: Research Fellow at Nanyang Technological University – NTU gameLAB (Singapore).

- Developer/Producer for Serious Games and other projects, including: “**Virtual Orchestra**”, a serious/educational game for introducing children to music which was featured on the local and international press, including USA Today (31st October 2006).

- Game related projects included:

Year	Game	Genre	Role	Platform	Description
2006	Virtual Orchestra	Educational game	Lead Developer and Product Owner	PC	A serious game for introducing children to the basics of orchestral conducting. Reviewed on USA Today (31/10/06) a.o.
2005	TRUST	Rehabilitation game	Audio Lead	PC plus dedicated hardware	A collaboration with UK based SMARTLab and BBC to deliver a rehabilitation game for children at KK Hospital in Singapore

Jun 2000 - Dec 2005: Co-Founder & Creative Director : Callisto Multimedia SNC.

- Defined the catalogue and planned each release (about 12 music and multimedia titles)
- Managed all business development issues, taking Callisto's multimedia CD productions to be officially distributed in countries such as Germany, Russia, Japan, USA etc.
- Managed every stage of the production chain for all its products.
- Managed budgets and assembled the best possible team for each project.

Oct 1999 - Feb 2001: Analyst / Programmer at ELSAG SpA in Genoa, Italy

- Designed and developed software and web-based components, both client and server side, in C++, ASP and DHTML for large scale projects commissioned by "Poste Italiane" (Italian Mails).

Mar 1999 - Oct 1999: Multimedia Developer at Philharmonia SRL

- Designed and developed multimedia applications for interactive CD productions.

Books

- R.Dillon: **"2D to VR with Unity 5 and Google Cardboard"**, CRC Press, 2017, ISBN: 978-1498781527
- R.Dillon: **"Ready. A Commodore 64 Retrospective"**, Springer, 2015, ISBN: 978-9812873408
"this is a valuable addition to the library of any retrocomputing enthusiast or collector, scholar, student, or anyone with an interest in the history of home computers" - Michael Tomczyk,
Italian language edition: "Ready. Il Mondo del Commodore 64", UniversItalia (Conscious Gaming: Manuali di Cultura del Videogioco), 2016, ISBN: 978-8865079188
- R.Dillon: **"HTML5 Game Development from the Ground Up with Construct 2"**, CRC Press, 2014, ISBN: 978-1482216615
- R.Dillon: **"The Golden Age of Video Games: the Birth of a Multi-Billion Dollar Industry"**, AKPeters/CRC Press, 2011, ISBN: 978-1439873236
"The Golden Age of Video Games is an excellent, succinct, and thoroughly accessible history. Highly recommended"- Midwest Book Review
- R.Dillon: **"On the Way to Fun: an Emotion Based Approach to Successful Game Design"**, AKPeters, 2010, ISBN: 978-1568815824
"It's a brilliant analysis. Wish I'd thought of it" - Tom Sloper
"On the Way to Fun is a choice pick for any would be game designer" – Midwest Book Review

Articles on game industry publications

- R.Dillon: *"The Missing Medals"*, *Reset #07*, pp. 82-84, July 2015
- R.Dillon: *"Understanding how games work: the A.G.E. Framework"*, *Casual Connect Magazine*, pp. 65-68, Summer 2013
- R.Dillon: *"Teaching Games through the A.G.E. Framework"*, *IGDA Perspectives Newsletter*, September, 2012

List of academic publications (peer reviewed conferences and journals) available upon request

Invited talks and lectures at international conferences and events (selection)

- "The #1 Skill for Game Designers", CGDC/ChinaJoy, Shanghai 2016
- "From Santa Claus to Robin Hood: 1 Postmortem, 2 Games, 3 App Stores", GMGC, Beijing 2016 *watch video: https://www.youtube.com/watch?v=7Sa_Flcj18E*
- "Nurturing Talent to build the Video Game Industry from Scratch", Game Happens, Genoa, 2015 *watch video: <https://www.youtube.com/watch?v=3RBU-m7FPeY>*
- "Embedding a Video Game Museum in a University Curriculum", GDC, San Francisco, 2015
- "Life Begins at 40: 6 Lessons we shouldn't forget from our first 40 years of gaming industry", Game Connection Europe, Paris, 2013
- 'What's the purpose of teaching Video Game History?', Develop Conference, Brighton, UK, 2012
- "An analysis of 'Fun' in Casual and Social Games", Casual Connect, Singapore 2012
- "What Can Videogame History Teach Us Today?", Korea Games Conference, Daegu, 2011
- "Formal Models for Game Analysis: the MDA and 6-11 Frameworks", Korea Games Conference, 2010
- "Retro Games Exposed: Evergreen Hints and Tips to Design Fun Games", Korea Games Conference, Seoul, 2009
- "A Virtual Orchestra Game for Introducing Children to Music", Serious Games Summit, Washington D.C., 2006

Other Skills / Experiences

- Chess Candidate Master in correspondence play (played for the Italian national team in a few friendly postal/email matches) and Genoa Student Chess Champion in 1986. Elo ICCF (2009/2): 2207
- Brown belt in Karate (Shito Ryu style).

Languages

Italian, English (bilingual proficiency), elementary knowledge of Chinese (spoken).

References

Mr. Minwoo Lee (Creative Director, EA Helsinki): minu790401@gmail.com (+358 40 662 1584)

Mr. Vivek Melwani (Game Design Department Manager, Nintendo): vmelwani@mac.com (+1 (425) 505-1949)

Mr. Simon Rozner (Senior Game Designer, Rovio): infonaut@gameonaut.com

Mr. Loh Shanming (Software Engineer, Google): smloh@stanfordalumni.org

Mr. Karim Fikani (Tech Lead, Atheer): karim.fikani@gmail.com

Mr. Manuele Bonanno (Senior Engine Programmer, Ubisoft): manuele.bonanno@gmail.com