

# DAVID WEGBREIT

[d.a.wegbreit@gmail.com](mailto:d.a.wegbreit@gmail.com)  
davidwegbreit.com

Producer

## EXPERIENCE

### Schell Games

*Producer*

May – December 2013

- Oversaw team of 14 artists on *Lexica*, a tablet-based 3D adventure game
- Established and maintained production schedule and milestones for art teams
- Ran daily scrum meetings with Concept, Character, and Environment Art teams
- Managed weekly review of art assets with art director and external client
- Developed quarterly budgets for other studio teams
- Organized and managed monthly playtests with local middle schools

### Independent Means Inc.

*Director of Product Development*

May 2009 – June 2012

- Designed, wrote, or edited over 50 financial education products and curricula, collaborating with an in-house graphic designer, trainers, freelance writers, and subject matter experts
- Wrote and voice directed *Things to Do in America Before you're Dead*, an interactive cartoon introducing estate planning to teens

---

## EDUCATION

Carnegie Mellon University, Entertainment Technology Center (ETC)

Master of Entertainment Technology

May 2014

University of Southern California

Bachelor of Arts - History, English (Creative Writing)

2006

---

## ACADEMIC & PERSONAL PROJECTS

*Par Zero* (ETC Project, Electronic Arts' Office of the Chief Creative Officer)

*Producer*

January – May 2014

- Managing seven designers, artists, and engineers to create a "golf meets MC Escher" game for connected TVs (launch August 2014)
- Running daily QA and triaging bugs and new features using JIRA
- Communicating with for Electronic Arts' Office of the Chief Creative Officer in weekly meetings to address how game fits into overall connected TV games portfolio

*My Hero Journey* (ETC Project, San Antonio Children's Museum)

*Producer*

January – May 2013

- Led six-person team to develop a touchscreen interactive storytelling installation for six to nine-year-olds in 15 weeks
- Communicated with the staff of the San Antonio Children's Museum and design firm Argyle Designs to ensure exhibit met educational best practices

*Hungry? San Francisco* (Hungry? City Guides)

*Editor*

2007

- Edited and contributed to a printed guidebook to over 500 Bay Area restaurants

---

## SKILLS

### PRODUCTION & GAME DEVELOPMENT

- Software: Hansoft, JIRA, Agile methodologies, scrum Unity, Perforce, PowerPoint, Excel

### OTHER

- Professional writing and editing (>7 years), including books, magazine articles, white papers, blogs, and curricula