

# Hector Padilla

Casual Games Developer

## Work Statement

To create innovative and appealing interactive experiences, working with a creative team filled with camaraderie and respect with a fun focus towards casual game development and design, always achieving great projects, moving forward with new technologies and finding new and exciting ways to keep players engaged and having fun.

## Work Experience

### Zynga Games Network, US January 2010 – present

As a Senior Software Engineer I am in charge of planning the development of projects both for both scoping and a software architecture points of view, as well as program key systems of our games. I work leveling up junior developers, working with management to define roadmaps and the features we will work on, and making sure things run as smoothly as possible. Keeping always in mind the most important thing: our players having fun!

### Kaxan Publisher. Guadalajara, Mexico May 2009 – January 2010

Lead Game Designer of a Mexican Themed Wii Party title and a series of iPhone titles to be released simultaneously.

I lead directly two game designers and oversee the development of the games by a team of 50+ people (programmers and artists).

### RadicalGolem. Guadalajara, Mexico Summer 2007 – January 2010

Developer Producer- Social Games development team.

- Building a tile based engine for a turn based strategy game for social networks. My main role has been working on the client side architecture (Flash) and develop all the bits of the tile based engine, along with the Units behavior (pathfinding, combat system, etc). Likewise I'm the producer and publisher liaison.

Before working on casual games we were doing RIAs for different clients (a camping planner with google maps, an online stage play planner for a theater company, data visualization widgets, etc).

### IGDA, Chapter Mexico Summer 2007 - Present

Member of the board of directors of IGDA Mexico, working to promote the development of the game-development industry in my country. I often give talks and seminars about game design (theory, paper prototyping, board games and flash games) and social network games.

### Universidad de Artes Digitales, Gda, Mexico 2008 – Jan 2009

Helping and consulting with the creation of the curriculum for their Engineering in Video Games Development.

### Flash / ActionScript developer. Freelance. Sept 2001 - Winter 2007

Different Flash - AS online and offline projects with clients like:

- Slide (social games) – Designing and programming themes (particle systems) and skins for their photo slider.
- Zynga (social games) – Contract work on YoVille for features during Halloween 2008.
- PureSafety (e-learning delivery platform) – Doing the whole thing: graphic design and image editing, voice editing, Flash assembly and ActionScript programming for their Learning

## Contact Information

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## Skills Overview

### Focus in Social Networks and Casual Games

Since I started doing contract work for Slide.com (2006) I got interested in Social Networks and social games. I read everything about them and study their “sticky factors” and game mechanics that create player engagement. I apply this knowledge in our turn based strategy title (currently in beta in Facebook) and in the development of the Wii and iPhone casual games.

### Art and Design Formation

Programmer by formation and Artist by vocation, I've always leaned towards arts and design. During my undergrad I took drawing classes for over 3 years, from the basics to human-figure and was part of a Latin Dance Troupe. Interest in music made me experiment with percussions and join an African Percussions ensemble. I also went into singing and became an Opera soloist. I have devoted my professional life to link my passion in arts with my interest in computers and programming.

### Interactive Media Development (online and off)

More than 12 years doing interactive media related projects, started with Director 3.0 and Flash 2.0 (ActionScript didn't even exist back then) and have loved it ever since.

### Project Management / Production

I have good empathic skills and can easily relate with both artist and developers which puts me in a good position to make things happen in large Multimedia related projects. Likewise this skill has served me greatly when finding new clients and managing the relationship with them. I have been in lead positions for the past 7 years and I truly enjoy it.

## Computer Skills

Formal formation in Computer Engineering and Masters Degree studies in Computer Science. I have more than 13 years of programming experience. I'm familiar with 3D tools, and have a high proficiency level in imaging tools like PhotoShop and Illustrator (worked doing Comic Books illustration for a tad). I love the nature of ActionScript and the great things you can do with it. Currently I work with Flash Builder.

Activities and Brainteasers.

- ArcanaComics (comics and illustration) – Working on games and activities for their arcana kids site

**ITESM. Guadalajara, Mexico Summer 2007 - Winter 2007.**

Chair of Digital Arts Department. Working with students and professors to make sure we have a high quality program.

**Computer Games Course at University of Alberta, Canada.**

**Summer 2005 - Summer 2007.**

Teaching-Assistant. Very interesting project in the UofA, supported by Bioware, in which we helped interdisciplinary teams of students work together to create a game using the Aurora Toolset.

**Innox, Guadalajara, Mexico 2005.**

Head ActionScript developer and GUI designer (CSS master). My main responsibility was to create a framework of CSS templates to use in the whole range of products, always focussing on usability and accessibility.

**Center of Innovation and Education Technology, ITESM. 1999 - 2005.**

Multimedia Developer. Worked doing magic in ActionScript and Lingo all through my undergrad and a couple of years after. I developed interactive learning materials and online courses for different courses.

## Education

**University of Alberta, Edmonton, AB. Canada. 2005-2008.**

Masters in Computer Science (thesis pending).

**ITESM, Guadalajara Mexico 1998-2003.**

Bachelors degree in Computer Systems Engineering, Graduated with Honors. June 7th, 2003.

**SCRUM Training.**

**Game Design Workshops** Lee Sheldon, Matthias Worch, Walter Rottenberry and Noah Falstein.

**Various other workshops and seminars in** public speaking, debate, human figure drawing, traditional animation, comics illustration, percussions, signing, and storytelling.

## Languages

Spanish – Native language

English – Fluent

French – Good listening / speaking

Japanese – Beginner

## References

*Daniel Torres - [dant@bioware.com](mailto:dant@bioware.com)*

Senior Graphics Programmer at Bioware Canada

*Rob Carroll - [rcarroll23@gmail.com](mailto:rcarroll23@gmail.com)*

Former producer in Lucas Arts, currently focusing on Social Network games (Zynga, Hive7, Offerpal media)

*Erik Yñigo - [erikynigo@gmail.com](mailto:erikynigo@gmail.com)*

ActionScript game developer currently with Hive7.

*Jareb Coupe – [wiinter@cnx.net](mailto:wiinter@cnx.net)*

E-Learning professional, Owner of Kaede Graphics & Design, former Director of Operations Cdev North PureSafety

*Damon Pidhajecky – [damon@zynga.com](mailto:damon@zynga.com)*

Flash Architect and cross studio consultant / lead at Zynga.