

# SERENA SHAFER



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## Education

2019-2024

Drexel University

Major: Game Design and Production

Minor: Organizational Behavioral Management

## Experience

### Lead Project Manager

Epistemitek 2020-2023

- Communicate with programmers, scientists, and artist about game needs
- Developed Combine Board in order to regulate project
- Develop strategies for marketing and advertising product
- Produced Web Design products and marketing strategies

### Production Intern

DVNC Fall 2022-Spring 2023

- Project Lead researcher on Brancasaurus
- Communicating needs and requirements for project deadlines
- Creating marketing and financial plans for It Takes A Village

### Co-op Intern

Put Nature Back Fall 2021-Spring 2022

- Managing production sales and inventory of current product line
- Building relations between retailers and suppliers
- Developing product designs to use for merchandise

## Programs

- Trello
- Jira
- Shotgrid
- Autodesk Maya
- Unity
- Excel / Google Sheets

## Strengths

- Project Management
- Production
- Leadership
- Communication
- Spreadsheets
- Schedules

## Projects

### Botography September 2023 - June 2024

Team Lead, Producer, Project Manager

- Managed 16 person team in the creation of 2D cozy game Botography
- Documented team notes and implemented meeting notes into GDD, pipeline, and art documentation
- Formalized team norms across several departments which improved team communication and team moral

### Left Hook April 2023-September 2023

Team Lead, Art Producer

- Motivated peers to produce best work while staying within scope
- Scheduled and lead meetings with all relevant team members
- Created and managed Kanban board used by entire team

## Extracurriculars

- Starworks Games
  - Game Jam Judge April 2023
- Garrison Forest School
  - Woman of Impact Speaker March 2022
- Drexel Game Developers Group
  - President July 2021 - June 2023
  - Game Jam Manager and Judge September 2022
  - Event Coordinator July 2020-June 2021
  - Member September September 2019- June 2024