

Rafael Sales

30 years, married, childless and available for travel
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I have been working with games for 7 years and the 5 last ones as a Game Producer / Project Manager with more than 20 shipped games for PC, mobile and board. I am a certified ScrumMaster (CSM), specialist with an MBA in Project Management and graduated in Design.

My most important projects are the social game “Turma do Chico Bento”, that reached 2 million MAU (monthly active users), and the educational game “UCAN”, world champion on Imagine Cup 2011.

Key Characteristics

- 5 years of experience as a Producer / Project Manager
- 7 years of experience with leadership
- Leadership of big teams and complex projects
- Management of simultaneous projects (around 10)
- 4 years of experience as a Professor / Speaker

Awards

Best Brazilian Game *Turma do Chico Bento*
2012 Troféu Game World | EGW

World Champion in Game Design *UCAN*
2011 Imagine Cup | Microsoft

Experience as a Producer

Project Manager *Aennova* *São Paulo / SP*
1 year and 3 months (Jun/13 - Present)

I am the responsible for communication between all stakeholders in a work environment with almost 20 simultaneous projects. I plan deadlines, solve requests from the client, track team productivity, propose and implement better workflows for the company.

Management Consultant *Flux* *São Paulo / SP*
2 months (May/13 - Jun/13)

The consulting goal was the improvement of productivity in a scenario with 3 simultaneous game projects, polishing the production processes, implementing the agile development culture and specifically the Scrum method.

Project Manager *PixFly / NetCartas* *São Paulo / SP*
6 months (Dec/12 - May/13)

I worked as a ScrumMaster, focusing on constant help to the team and on continual improvement of processes. I managed a team of 13 members in the development of online multiplayer games for different platforms: NetCartas, Facebook and iOS (iPhone and iPad). I managed also the company’s portfolio with 3 simultaneous projects: 1 new (Net Poker Mobile), 1 old (Poker, Buraco) and the website.

Producer *Insolita Studios / Level Up!* *São Paulo / SP*
1 year and 2 months (Oct/11 - Nov/12)

Insolita Studios is one of the most respectful studios of game development in Brazil, Level Up! is the most powerful publisher in the country and MSP - *Maurício de Sousa Produções* - is the most famous IP created in Brazil, with the worldwide famous IP “Monica’s Gang”.

I worked on the development of the social game “Turma do Chico Bento” from the early concept to launch. I worked as a ScrumMaster, leading a team which started off with 12 and reached 23 members. I was the responsible for communication between studio, licensor and publisher.

Project Manager *4Gennius* *Curitiba / PR*
1 year (Oct/10 - Oct/11)

I implemented the Scrum method in the company, with a team of 8 members, working as a ScrumMaster on the development of 3 games and 1 augmented reality project. I had experience with portfolio management, organizing and distributing team members between simultaneous projects.

Art Manager *EBTS* *Curitiba / PR*
1 year (Oct/09 - Sep/10)

I took the role of Art Manager after started as a 3D artist and graphic designer, leading a team of 5 artists. The main project was “MVT”, a shooting simulator with common mechanics of FPS games.

Art Manager *Make Wish* *Petrópolis / RJ and Curitiba / PR*
1 year and 7 months (Mar/08 - Sep/09)

I worked on the development of the MMORPG *Shadow of Light*, a highly complex game project, where I took the role of Art Manager after started as the Lead Animator, in which I led a team of 10 artists. I did the animation and rigging of several 3D characters, and besides that, I directed the production of the game’s opening animation, which was developed with traditional animation.

Experience as a Professor

Professor Senac *São Paulo / SP*
4 months (May/14 - Present)
I teach the Game Producing in the post-graduate course of Game development.

Professor Luciano Augusto Trainings *Curitiba / PR*
2 years and 8 months (Sep/09 - May/12)
I worked on the online course "GamesTotal", from sketch to maintenance, with around 600 students. I taught classes about Art, Game Design and Project Management, beyond guided some student projects.

Professor Positivo University *Curitiba / PR*
1 year and 6 months (Apr/10 - Oct/11)
There I taught the disciplines of Project Management, Game Design, 3D Animation and Interface Design on the course of technology in Digital Games. I was the Mentor of the UCAN game, world champion in the Game Design: Windows/XBOX track on Imagine Cup 2011. The then Minister of Science and Technology, Aloizio Mercadante, sent the team a letter congratulating us for the victory. I also guided two conclusion course works.

Certification

CSM: Certified ScrumMaster
2012 Scrum Alliance | License nº 000220662

Education

MBA in Project Management *Curitiba / PR*
2010 - 2011 Positivo University

Degree in Design *Recife / PE*
2004 - 2008 Federal University of Pernambuco - UFPE

Other experiences

2014 Startup Weekend Games *São Paulo / SP*
I attended as one of the mentors, helping the teams in the creation of game companies.

2014 Design Thinking Workshop *Curitiba / PR*
The workshop focused on Design as a Management mindset and toolkit.

2013 Games for Change Latin America *São Paulo / SP*
I attended as one of the members in Brazilian serious game industry roundtable.

2013 Producer Bootcamp *San Francisco - USA*
Talks of GDC 2013 focused on the Producer role, where hints have showed about the challenges of industry.

2013 Business Workshop of Online Games *São Paulo / SP*
The course focused on F2P game analysis, explaining deeply the details of different business models.

Publications

2014 Game Design of casual games *Rio de Janeiro / RJ*
Book published by Infnet

2013 SBGames *São Paulo / SP*
Paper: "Agile Method for Vision Management of Games"

Participation in Events

- Game Developers Conference 2013 *San Francisco / USA*
- Imagine Cup 2011 *New York / USA*
- SBGames 2013 and 2006
- Brasil Game Show 2011 - conference
- BIG Festival 2012 - speeches
- Global Game Jam 2010, 2011 and 2013
- Ludum Dare 26

Languages

Advanced English
Course finished at Wise Up School in July 2013

Software Skills

Advanced	Intermediate
MS Excel	MS Visio
MS Project	Jira
Google Drive	ActiveCollab
Trello	Redmine
Basecamp	TortoiseSVN
xMind	SourceTree/Git

More about me: [Portfolio](#) and [LinkedIn](#)