

Cassandra Francisca Rodrigues

Founder | AR / VR / XR Game Designer | Producer | Project Manager

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EDUCATION

**Master of Science,
Engineering
Management**
Westcliff University,
Irvine, California,
United States

**Master of Arts,
Game Development**
Academy of Art
University, San
Francisco, California,
United States

**Bachelor of Science,
Information
Technology**
St. Andrew's College,
Mumbai, India

CERTIFICATIONS

**Exercising
Leadership:
Foundational
Principles**
Harvard University,
United States

**Generative AI
Overview for Project
Managers**
Project Management
Institute (PMI)

SOFTWARE

Unity, Unreal Engine,
Spark AR, Visual
Studio, Maya, GitHub,
Perforce, Jenkins, Jira,
Confluence, Trello,
Asana, Slack, Discord

PROGRAMMING

C#, C++, CSS, Visual
Scripting, Blueprints,
JSON, HTML5, Java

WORK EXPERIENCE

Founder | [January 2023 – Present]

9C Studios, San Francisco, California, United States

- Leading the development of PlayDate, a social networking app and gaming platform that fosters connections through interactive games.
- Overseeing app design and user experience to ensure engaging and intuitive interactions.
- Driving user acquisition and retention strategies on a limited budget, creating a vibrant community for meaningful connections.
- Develop Deep Sea Odyssey, an immersive VR game, managing the entire process from concept to release across multiple platforms.

Technical Designer IV | [September 2021 – December 2022]

Meta (Facebook Reality Labs), Burlingame, California, United States

The Metaverse is the next evolution of social connection!

- Created AR / VR / XR experiences across various Meta products, by focusing on bridging the gap between creativity and engineering.
- Managed development to final delivery phases for different experiences such as filters, games or other content that was required from the product teams.
- Identified and clearly communicated blockers, requests with cross functional teams.
- Identified overlapping issues and complex edge cases with creative solutions, which enhanced workflow.
- Managed assets and builds deliveries from internal teams and external vendors.
- Performed benchmarking, troubleshooting and optimization techniques to make sure the output of the project is performing as per product requirements.

Game Designer - Harry Potter: Wizards Unite | [January 2020 – July 2021]

Warner Bros. Games, San Francisco, California, United States

Wizards Unite - An AR Harry Potter Adventure Game.

The Webby Awards: People's Voice Award Winner in Technical Achievement 2020 & Best Game Design 2020 Honoree.

A real-world location-based augmented reality (AR) simulator game inspired by the Wizarding World and the Harry Potter franchise. This role-playing game (RPG) is co-developed and co-published by Niantic (the makers of Pokémon GO and Ingress) and WB Games under the Portkey Games label. It launched #1 Top Free in all major global markets.

- Engaged with the design and development of the live game, its events and features.
- Worked with the LiveOps team of engineers, product managers, additional designers and producers in building out events that HPWU releases on a monthly basis.
- Brainstorm and Design discussion with the team.
- Built events utilizing development tools, art assets and specifications documents.
- Validation of event set up, encounters and 3D portkey environments.
- Assisted engineers with engineering tasks such as building tools for the game engine.

SKILLS

Augmented Reality (AR), Virtual Reality (VR), Mixed Reality (MR), Extended Reality (XR), Game Design, Technical Design, System Design, Level Design, World Design, Level Blockout, Prototyping, Programming, Content Integration, SCRUM Master, Agile Workflows, Artificial Intelligence (AI), Internet Of Things (IoT)