



# Growing Pains: Taking a Studio from 0-60

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Studios, LLC

GAME DEVELOPERS CONFERENCE®

MOSCONE CENTER · SAN FRANCISCO, CA

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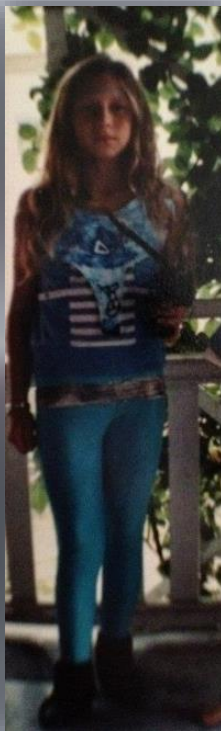
# Who Am I?

- Director of Product Development





# Who Am I?





# Former Work Experience

## Department Manager

H & M



August 2005 – September 2006 (1 year 2 months) | Chicago & Schaumburg, IL

Led a team of sales associates and actively worked on the floor to maximize profit, productivity, and customer service.

## Manager of Internal Operations

Trousseaux

September 2001 – July 2005 (3 years 11 months) | Hinsdale, IL

Oversaw and executed daily operations, including sales, customer service, inventory tracking and merchandising, and buying.

## Permanent Substitute and German Teacher

Fort Wayne/South Bend Diocese: Saint Joseph's HS

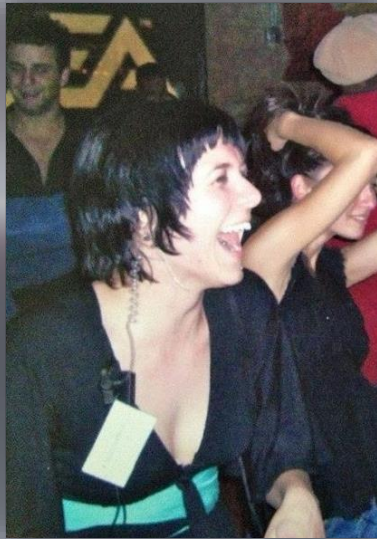
2000 – June 2001 (1 year) | South Bend, IN

Created stimulating lesson plans to serve five levels of German dealing with different stages of language development ranging from basic grammar activities to comprehensive literary analysis and discussion.



# Who Am I?

- EA Chicago

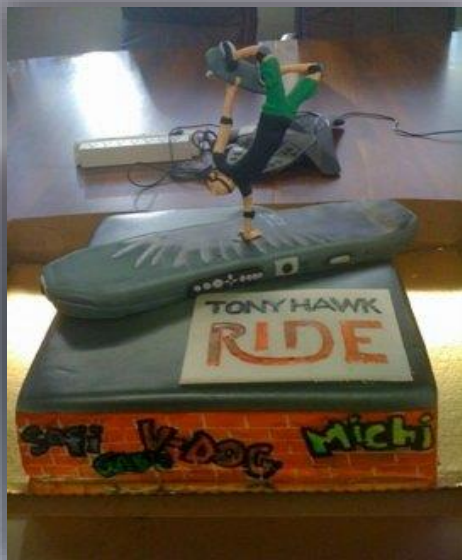






# Who Am I?

- Robomodo





# BA in German from the University of Notre Dame





# Demolition







# Urban Gardening



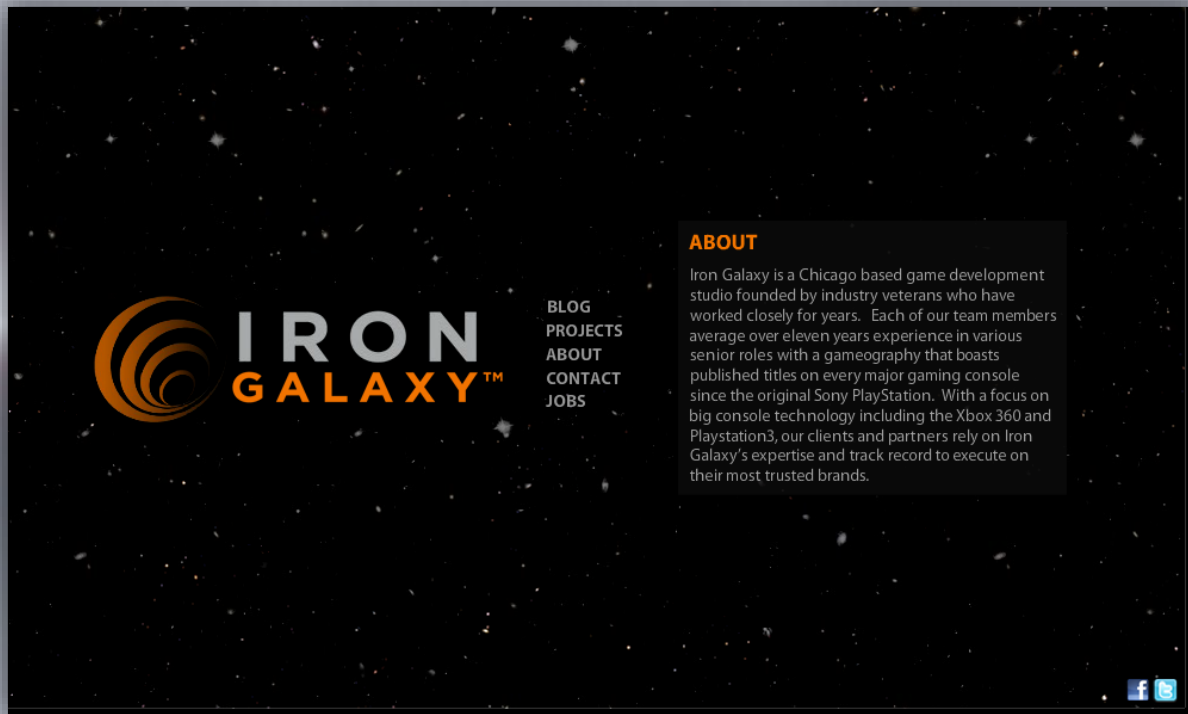


# Dave Lang





# Iron Galaxy Website: Then & Now







# Iron Galaxy







# Employee #13

Me trying to fit in with my new co-workers at a charity Rock Band event.





# Sheer Luck!!!



<http://www.psdgraphics.com/psd/four-leaf-clover-psd/>



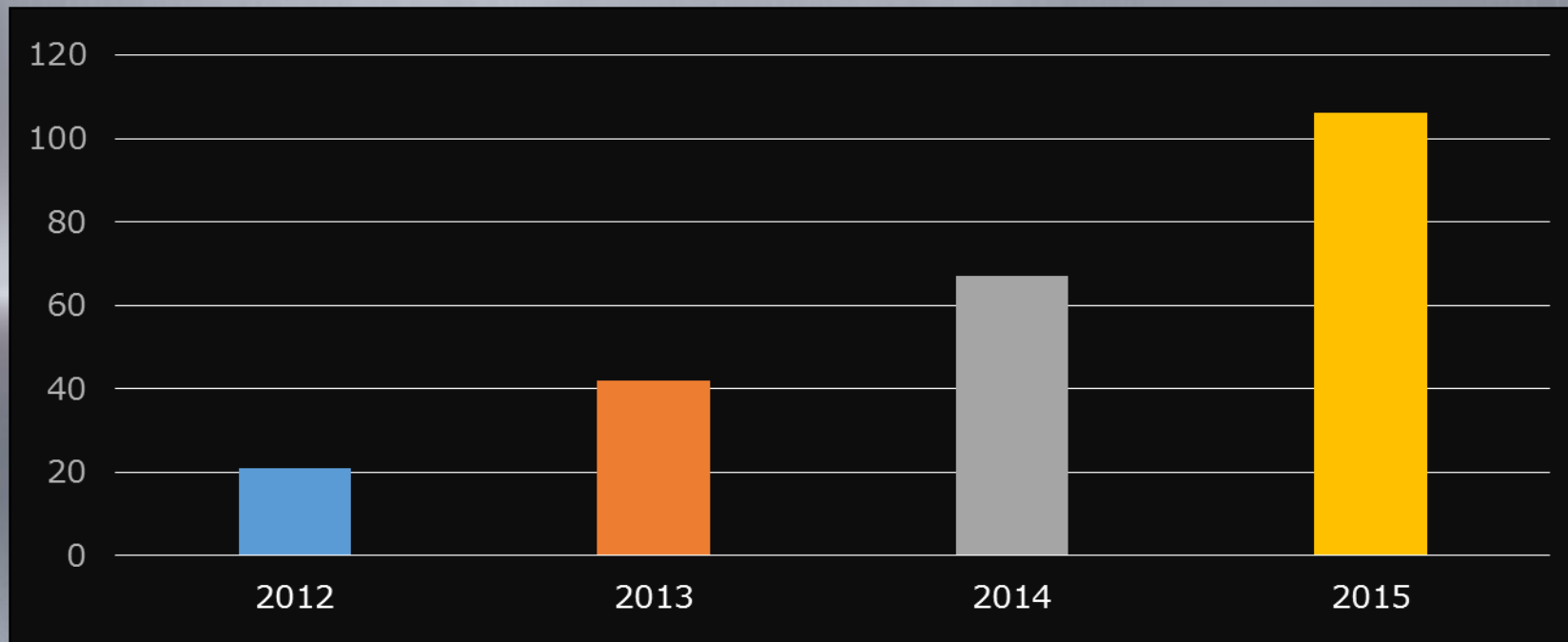
# Keep Your Ego in Check

- Just do a google image search for: Dave Lang Iron Galaxy for proof





# Year over Year Staff Growth:









# Hire for specific project needs

**PROJECTS**



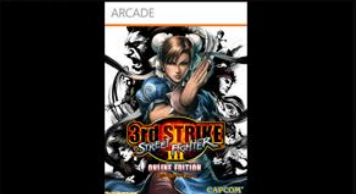
**Scribblenauts Remix** 10/12/2011

We worked with WB and 5th Cell to bring the ultimate Scribblenauts collection to iOS. Remix features levels from Scribblenauts, Super Scribblenauts, and some new iOS-only levels. See why many are calling this the best version of Scribblenauts yet.



**Back to the Future** 10/25/2011

Telltale hired us to bring this beloved franchise to the Wii.




**Street Fighter III 3rd Strike Online Edition** 8/24/2011

We ported this classic fighting game to modern consoles, packing in numerous new features in the process.



[View Image](#)

1 2 3



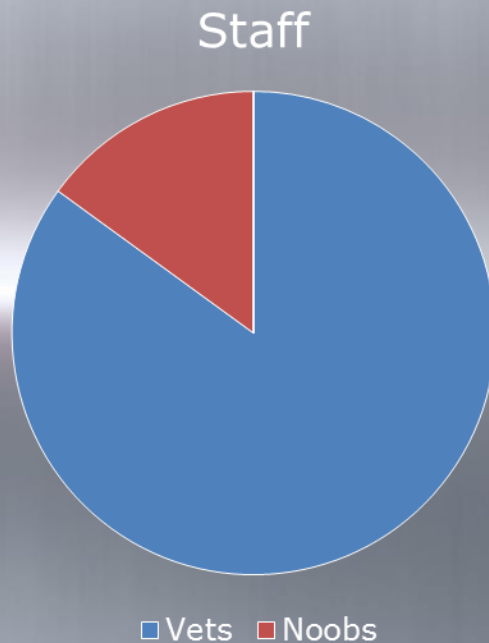
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# 85% Industry Vets/ 15% Noobs





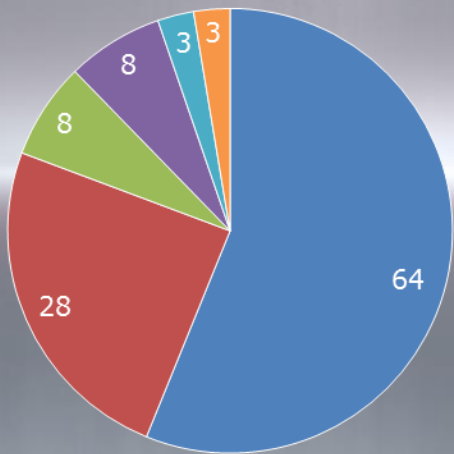
# My private bathroom stall



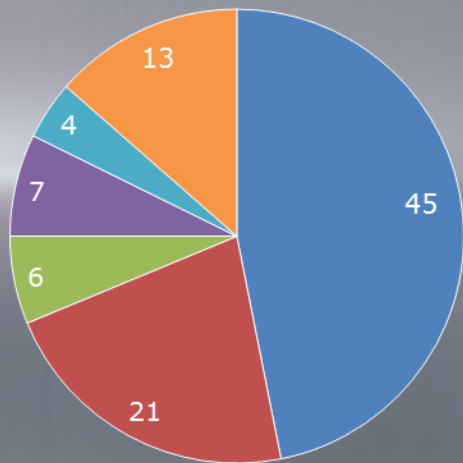


# Programming vs. other disciplines

Jan. 2013



Today

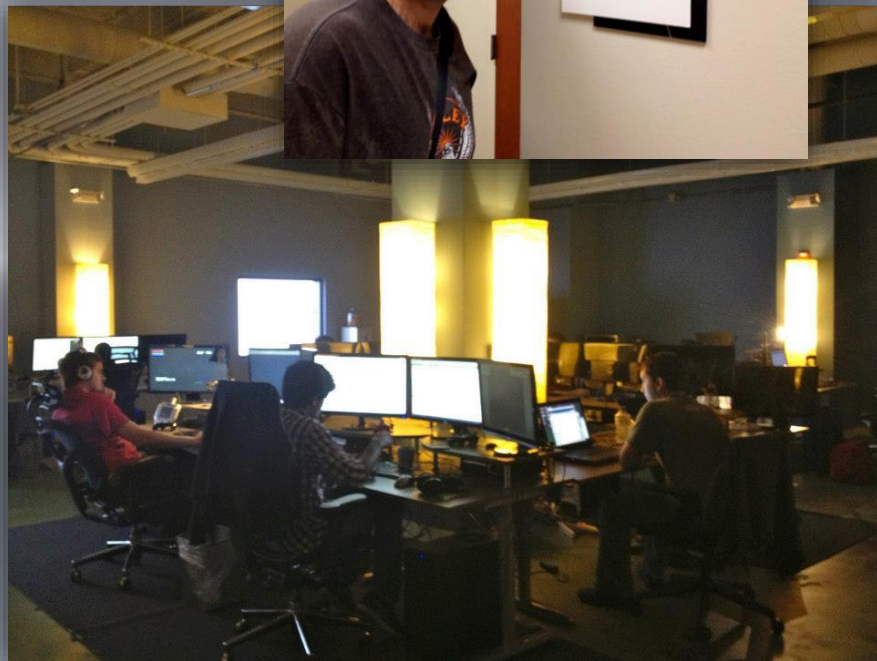
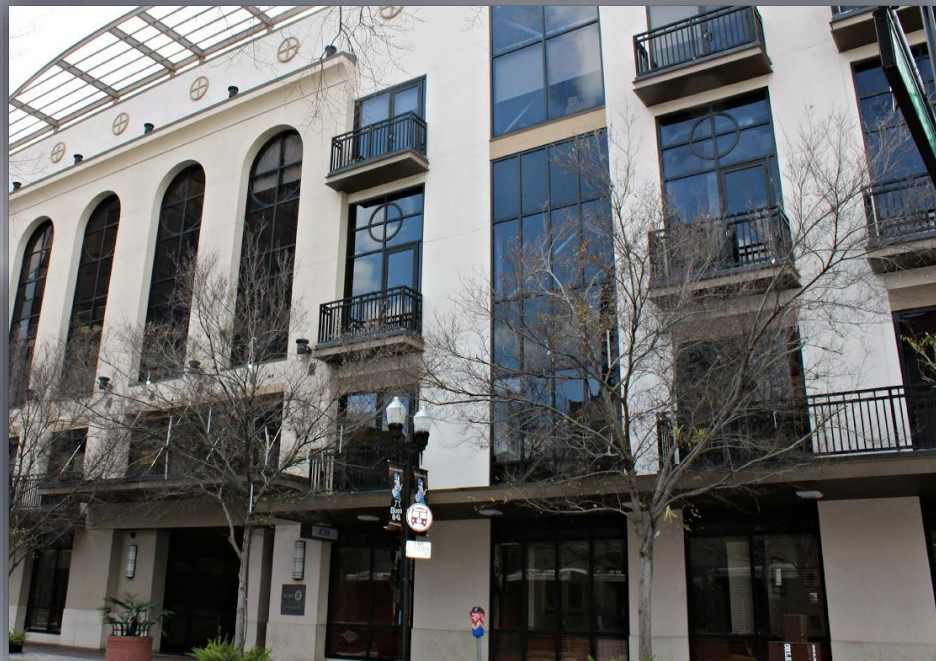


■ Programming ■ Art ■ Design ■ Production ■ Ops ■ QA





# Iron Galaxy Orlando





# Hiring Strategy

- Hiring Department
  - Official HR Team
- 
- A large red prohibition symbol (a circle with a diagonal slash) is overlaid on the list, indicating that these traditional hiring structures are being rejected or discouraged.



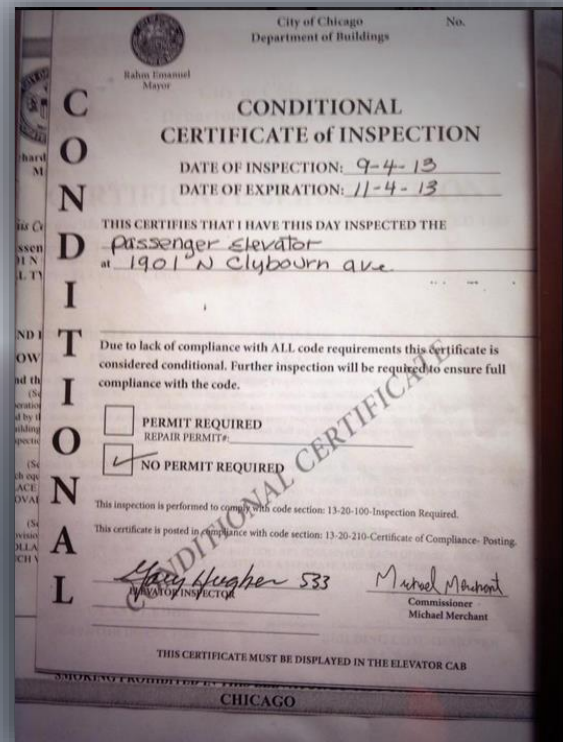
# DIY Attitude







# DIY Attitude







# DIY Spirit





# IGO Getting Cramped





# IGO Overflow Cell





# Dramatized Image of the 848 Move




Image from BBC New Europe: <http://www.bbc.co.uk/news/world-europe-10846395>





# Early Projects

**PROJECTS**




**Snood for iPhone** 8/17/2009

Developed in conjunction with The Dreamhive and Monkey Gods, Snood for the iPhone features over 100 puzzles and addictive online play. It is currently available on Apple's iTunes App Store.

[View Image](#)

1 2 3




**Dark Void** 1/19/2010

We worked closely with the team at Airtight to ensure the PS3 version is every bit as good as the Xbox 360 version. Leveraging our extensive experience with Unreal Engine 3, we were able to hit the ground running and augment the core team with almost no ramp-up.


[View Image](#)

1





**Bionic Commando** 5/18/2009

We were brought on near the end of development to consult with the developers at Grin's Stockholm studio and sort through some Xbox Live specific issues.




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**PROJECTS**




**Unannounced**

Activision brought us on to help optimize a soon-to-be announced title for E3 2010. We worked on performance hotspots so the core team could focus on making the demo fun.




**Unannounced**

We developed some DX11 features in Turbine's core rendering technology, along with other assorted tech tasks.





**Supreme Commander 2** 3/16/2010

GPG needed a handful of programmers to implement some of the less, shall we say, sexy stuff needed to ship their game. This freed up their engineers to work on features that mattered to the core user experience (i.e. make the game more fun).



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# Wreckateer & Divekick





# Fun Lang



# Fud Dud Chelsea



Getting wild on the Teacups at Disney



# Current Fridge Offerings







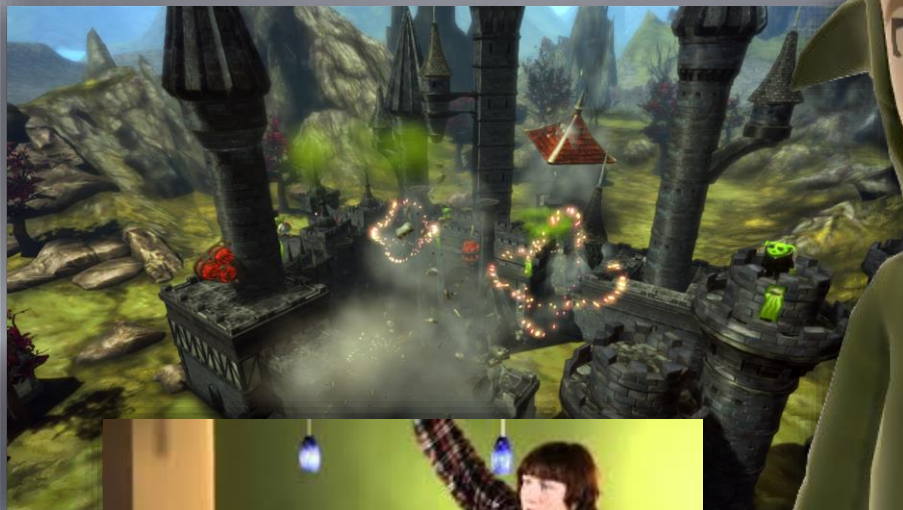
# Wreckateer Art







# Wreckateer





# Divekick Marketing







# Open Communication





# Team Trust







# Don't Be Afraid to Identify Problems

