

Eric M. Scharf
Senior Creative Management Specialist
Of P3 (Products, Projects, & People) In Video Games | XR | Serious Games

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Dynamic creative management specialist engaging software clients with hybrid, big-picture-through-bottom-up, UX-driven analysis. Adaptive, communicative, empathetic leadership and high-level-to-in-the-weeds collaboration with cross-functional, distributed teams on multiplatform product and project development, diversified across training simulations, the games industry, and adjacent interactive media solutions, delivering process durability, long-term product value since 1991. Launched 1M+ selling Return To Zork, famous text adventure turned graphic journey and “Best Adventure Game of 1993,” elevating Activision Studios from bankruptcy. Pursuing remote, hybrid, and in-house leadership and management roles within the video games, serious games, simulation space.

EXPERIENCE

SCHARF CREATIVE SERVICES – Senior Creative Management Specialist 10-2001 to Present

Provide full-lifecycle services – from business analysis and sales to strategy, operations, talent development, and flexible project management – for global game and simulation clients, stealth to established, across all major platforms, formats, and audiences.

THE MOSAIC COMPANY – Solution Design Architect 01-2022 to 09-2023

Delivered Unity-based XR (AR, MR, VR) and WebGL, safety-focused, training simulations for utilities and pharma clients (*DTE, AGA, Consumers Energy, Pfizer, TechnipFMC, NorthWestern Energy, Montana-Dakota Utilities Group, Eversource, SDG&E*). Partnered with leadership – as product owner – to shape ENDEAVR, a metaverse-ready distribution platform, providing guidance on client-facing features and management of users, scenarios, usability (UX, UI), SOC-2 compliance for all subscription-based learning solutions. Built offshore vendor partnerships, standardized production methods, design documents. Replaced TechnipFMC’s LBT (Location Based Trainer) Gemini submersible robot arm simulator with an Xbox 360 controller-operated WebGL solution accessible from anywhere.

STUART P. SONDHEIMER, MD, SC (Retired) – EMR System UX Consultant 01-2018 to 12-2021

Transitioned a surgical staff of 5 from an expired Electronic Medical Records system (SOAPware by DOCS, Inc.) to new EMR system (iMedicWare by Eye Care Leaders). Acted as liaison between staff and iMedicWare development team on solutions. Integrated critical analog-to-digital conversion for communication, documentation, and patient pre-and-post-surgical care.

MARS, INC. – Contract Mobile UX Product Management Consultant 10-2015 to 04-2016

Guided agile UX and product teams across concurrent delivery of 15 CMS-based, B2E hybrid enterprise mobile apps on Azure for iOS, Android, Windows Mobile, including *Yearbook, Major Incident Manager, Virtual Meeting Portal* for the internal Mars App Store (for all business units – Chocolate, Petcare, Wrigley Company, Food, Drinks, and Symbioscience). Saved \$3.1M by replacing legacy portals, enhancing product data accessibility, cross-unit communication, and collaboration for approximately 30,000 corporate associates.

RDI/A DIGITAL – Contract Senior Digital Project Manager 01-2015 to 08-2015

Drove agile project management, business analysis, and enhanced client-facing support for Slack And Company (*Dow Corning iCity App*), The Network (*Cox Communications Code of Conduct App*), The Promotional Edge (*Marketing Promotions for NFL Network Super Bowl 50, MLB Network Postseason, NCAA College Football PAC-12, ABC, The Hallmark Channel*), Peerless Networks (*WaveNation Wireless Network Chicago Product Launch*), Gatehouse Media (*The Columbus Dispatch Reader Rewards Loyalty Program Redesign*), Modern Gourmet Foods (*New Corporate Branding, eCommerce Website Design, Development*), Baumann Consulting (*New Corporate Website Design, Development*), and PointManagement (*Brand Refresh, Website Redesign, Development*). Led distributed local and offshore teams of 10+, managed budgets (\$10K - \$200K) and P&L, oversaw change management, QA, and UAT.

PUBLICIS GROUPE – Senior Digital Project Manager 01-2013 to 01-2015

Collaborated on business analysis and led multiplatform media buying billing integration projects for Leo Burnett, Starcom Mediavest Group, Spark, Team One, Digitas, Clear Channel, NCC Cable, Kraft-Mondelez, American Honda. Managed teams of 30+ across technology, UX, and cybersecurity. Drove and delivered SOWs, estimates, UAT as a key member of PG’s Advanced Products Group (APG). Delivered *SIEV (SMG Invoice Entry & Validation) online invoicing portal*, saving Starcom Mediavest Group \$1.6M yearly.

GOOGLE - MOTOROLA MOBILITY, INC. – Contract Interactive Project Manager 05-2011 to 12-2012

Led operational, agile-driven project management for 24+ team size on domestic, international, consumer, and enterprise marketing solutions (e-commerce implementations, product launch kernels, UX, creative, tagging, localizations) for internal business units delivering *brand voice 2.0 redesign for all 34 Motorola.com global locales* and MMI’s line of hardware and software products.

EHUMAN DIGITAL ANATOMY – Creative Consultant (IC) 09-2009 to 05-2011

Provided client-facing business analysis, UX guidance concepts, and development strategies, all critical to the successful launch of *ATLAS Human Anatomy e-learning mobile apps (iOS, Android)* for collegiate and professional medicine.

CRANIAL TAP, INC. – Creative Consultant (IC) 09-2007 to 09-2009

Provided 3D-rendered concepts that were instrumental to securing Second Life-based corporate portal projects for virtual client meeting spaces and e-commerce storefronts for *Cognizant*, National Institutes of Health, Kaplan University, and NIC.

HIP VENTURE COMPANY, INC. – Game Strategy Development Consultant	10-2007 to 10-2009
Provided early-stage, client-facing business analysis and guidance on product concepts and development strategies for <i>Hip Chicas</i> , a multilingual virtual world and social networking platform launched specifically for tween Latina girls.	
UTV IGNITION ENTERTAINMENT, LTD. – Executive Producer (Restructure Layoff)	04-2008 to 12-2008
Stabilized, rebuilt trust, managed, and led a 70+ person studio on a \$25M+ budget, overseeing AAA development in Unreal 3.0 for <i>Reich (PS3, Xbox, PC)</i> , delivered weekly risk assessments, and refined department workflows. Directed operations for HR, IT, hiring, and acquisition of production hardware and software site license acquisitions. Led a complete 12,300 sq. ft. office build-out.	
Y.K. SCRIPT – Contract Project Manager Art Director	12-2007 to 06-2008
Provided creative management and technical direction to Scharf Creative Services-sourced art team of 2 for the development of CG, 3D-rendered, character art assets for Symantec's <i>Norton Fighter campaign</i> for their Norton 360 Antivirus consumer product.	
MEDSTAR HEALTH SITEL – Contract Art Director	09-2007 to 04-2008
Managed distributed art teams of 6+, oversaw pipelines, schedules, and cross-functional dependencies for serious games, <i>Code Orange 1.5 (PC)</i> , <i>Burn Patient Management HICS 1.0 (PC)</i> . Recorded burn surgeries and mass casualty drills through photos/videos at Washington Hospital Center for reference.	
BREAKAWAY, LTD. – Art Director	02-2005 to 07-2007
Stabilized, rebuilt trust, and managed distributed art teams of 10+ for Gamebryo-based serious games – <i>A Force More Powerful (PC)</i> , <i>Arabian Lords (PC)</i> , <i>Relic Hunters (PC)</i> – using mixed methodologies. Designed, created UX/UI for Arabian Lords, 3D environments for A Force More Powerful and Relic Hunters. Oversaw pipelines, schedules, and cross-functional dependencies. Coordinated with design, audio, QA, and clients for delivery and localization. Coached teams on workflows, led reviews, guided hiring, team growth.	
MAGIC LANTERN, INC. – Lead 3D Artist (Managed Distributed Team of 6+)	05-2003 to 02-2005
<i>3D Chess (PC)</i> , <i>Riverboat Slots (PC)</i> , <i>Poker Master 2 (PC)</i> , <i>Health & Fitness Tycoon (PC)</i> , <i>Video Game Tycoon (PC)</i> and more.	
HIGH VOLTAGE SOFTWARE, INC. – Lead Artist (Managed Local Team of 5+)	10-2002 to 04-2003
<i>NBA Inside Drive 2004 (Xbox)</i>	
IMHOTEP INTERACTIVE – Contract Lead 3D Artist (Managed Distributed Team of 2)	07-2002 to 05-2003
<i>Star Commerce (PC)</i>	
SAVAGE ENTERTAINMENT – Contract 3D Animator (IC)	06-2002 to 08-2002
<i>James Bond 007: Nightfire (Xbox)</i>	
POINT OF VIEW, INC. – Contract 3D Environment Artist (IC)	11-2001 to 05-2002
<i>NFL Blitz 2003 (PS2, Xbox, Gamecube)</i>	
EXAKT ENTERTAINMENT, LLC – Lead 3D Artist Senior Artist (Managed Local Team of 8)	04-2001 to 10-2001
<i>Supercar Street Challenge (PS2, PC)</i>	
MIDWAY GAMES CHICAGO – 3D Modeler Texture Artist (IC)	07-2000 to 04-2001
<i>NFL Blitz 2002 (PS2)</i>	
SCEA 989 STUDIOS SAN DIEGO – 3D Modeler Texture Artist (IC)	08-1999 to 07-2000
<i>Liquid Matrix (PS2)</i> , <i>Water Racers (PS2)</i> , <i>Builderz (PS2)</i>	
EAGLE INTERACTIVE, INC. – Senior 3D Artist (IC)	07-1998 to 08-1999
<i>Luftwaffe Commander (PC)</i> , <i>Space Camps Georgia Aerospace Museum Flight Simulator (LBE)</i> , <i>Battlestar Galactica (PC)</i>	
ANGEL STUDIOS INTERACTIVE (Now Rockstar San Diego) – Contract 3D Animator Modeler	02-1998 to 07-1998
<i>Midtown Madness (PC)</i>	
FASA INTERACTIVE TECHNOLOGIES – CGI Animator Modeler	05-1996 to 02-1998
<i>MechWarrior 3 (PC)</i> , <i>BattleTech 4.0 (LBE)</i>	
ADRENALIN ENTERTAINMENT – 3D Animator Modeler (IC)	03-1995 to 05-1996
<i>Vampire The Masquerade (PC)</i> , <i>Hellcatraz (PS)</i> , <i>Mutant Chronicles Doom Troopers (SNES, SEGA Genesis)</i>	
NOVALOGIC, INC. – Lead Artist 3D Multimedia Artist (Managed Local Team of 2)	04-1994 to 03-1995
<i>Black Fire (SEGA Saturn)</i> , <i>Armored Fist (PC)</i>	
ACTIVISION STUDIOS – 3D Multimedia Artist (IC)	06-1992 to 04-1994
<i>Return To Zork (PC, MacOS)</i> , <i>Planetfall: Floyd's Next Thing (PC, MacOS)</i>	

EDUCATION

SCRUM ALLIANCE – Scrum Master Certification	03-2013 to 03-2016
CALIFORNIA INSTITUTE OF THE ARTS – BFA, Character Animation, School of Film Video	08-1989 to 03-1993