Eric M. Scharf
Senior Creative Management Specialist
Of P3 (Products, Projects, & People)

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Dynamic creative management specialist engaging clients with hybrid, big-picture-through-bottom-up, UX-driven analysis. Strong, communicative oversight and high-level-to-in-the-weeds collaboration with cross-functional, distributed teams on multiplatform product / project development for the games industry / training simulation space since 1991. Guidance of corporate / digital agency brand initiatives since 2010. Transparent, adaptive, empathetic, and durable leadership style.

Competencies

- Studio Management
- Risk Analysis and Management
- Product / Project Management
- Team Building / Coaching
- Agile and Waterfall Management
- Process Improvement
- Animation | FX Creative Direction
- Content Management Systems

- Policy / Strategic Planning
- Proposal / Contract / SOW Writing
- Art / Dev Outsource Management
- Certified Scrum Master
- Production Pipelines
- Creative / Technical Writing
- Game Dev Management
- Instructional Design Management

- Client / Public Relations
- Resource / Vendor Procurement
- Business Analysis / User Stories
- Creative Problem Solving
- Process Documentation
- 2D | 3D | UX Creative Direction
- Mobile App Dev Management
- XR (AR, MR, VR) | WebGL

EXPERIENCE *(click or tap HERE for additional details)*

Scharf Creative Services – Senior Creative Management Specialist   10-2001 to Present

- **Responsibilities:** Provide BA, strategic planning, operational / process improvement, talent building, and management (from agile to waterfall to MMA – Mixed Methodology Approaches) of distributed creative and development teams to global clients in the games industry (for a variety of entertainment and training audiences).

The Mosaic Company – Solution Design Architect   01-2022 to 09-2023

Clients: DTE, Consumers Energy, Pfizer, TechnipFMC, NorthWestern Energy, Montana-Dakota Utility Co., Eversource, and SDG&E

- **Responsibilities:** Evangelize XR (AR, MR, VR) and WebGL through Unity-based technology solutions in support of serious games / training simulations for the greater utilities space and pharmaceuticals industry among others.
- Partner with the Digital Learning Group's SVP, Technology to establish and drive a sturdy XR vision for a metaverse-capable distribution platform to shape and future-proof Mosaic's immersive learning capabilities and offerings.
- Create and implement a procurement plan for establishing a reliable set of offshore outsource development vendors.
- Standardize game design / UX docs, art asset style guides, production pipelines, QAT, and post-delivery plans.
- Guide project teams (client SMEs, instructional designers, and outsource development vendors) from concept to completion of digital learning solutions through the ENDEAVR subscription-based hosting and distribution model.

Stuart P. Sondheimer, MD, SC – EMR System UX Consultant   01-2018 to 12-2021

- **Responsibilities:** Transition the practice staff from one end-of-life ophthalmology-based electronic medical records system (SOAPware by DOCS, Inc.) to and through updates of a new system (iMedicWare by Eye Care Leaders).
- Act as POC (Point Of Contact) between practice staff and iMedicWare development team on functional / UX issues.

Mars, Inc. – Mobile UX Product Management Consultant   10-2015 to 04-2016

Clients: All Mars Business Units – Chocolate, Petcare, Wrigley Company, Food, Drinks, and Symbioscience

- **Responsibilities:** Provide strategic guidance in UX product management, product ownership, and BA to internal teams and outsource development vendors (collectively known as the 'Digital Workplace' and 'Digital Experience' teams) towards improved adoption of agile production methodologies.
- Lead teams in simultaneous delivery of 15 CMS-based, B2E hybrid enterprise mobile apps developed within an Azure environment (for iOS, Android, and Windows Mobile) for the 'Mars App Store' – in support of quarterly interdepartmental updates for all Mars business units and their brands – resulting in over $3.1M in critical savings (from ending costly cloning requests of under-maintained legacy portals).

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

Clients: Slack And Company, Dow Corning, The Network, Cox Communications, The Promotional Edge, NFL Network, MLB Network, Pac-12, ABC, Hallmark, Peerless Networks, WaveNation Wireless, Gatehouse Media, The Columbus Dispatch, Modern Gourmet Foods, Baumann Consulting, and PointManagement

- **Responsibilities:** Provide strategic, agile-driven, client-facing BA and project management (from concept through P&L tracking to post-deployment support) for mobile apps (iOS and Android), responsive digital web portals via CMS (WordPress and Umbraco), email campaigns, gamification promotions, and global brand enterprise solutions.

Publicis Groupe – Senior Digital Project Manager   01-2013 to 01-2015

Brand Clients: Leo Burnett, Starcom, Mediavest, Spark, Team One, Rosetta, Digitas, and Publicis Egalite
Brand Client Customers: Clear Channel, NCC Cable, JC Penny, Kraft-Mondelez, and American Honda

- **Responsibilities:** Provide strategic, agile-driven, client-facing BA and project management (from concept through P&L tracking to post-deployment support and recovery) for multiplatform client products (domestic, international, consumer, and enterprise business marketing solutions), as well as operations support for PG's Strategic Business Solutions (SBS) from within the Advanced Products Group (APG).

Google – Motorola Mobility, Inc. – Contract Interactive Project Manager   05-2011 to 12-2012

Clients: Internal Business Units

- **Responsibilities:** Provide operational, agile-driven BA and project management for domestic, international, consumer, and enterprise marketing solutions (e-commerce implementations, product launch kernels, UXD, creative, tagging, and localizations) – for all 34 Motorola.com locales (NOA, EMEA, EMARA, and LATAM for 50 countries) for MMI's complete line of hardware and software products.

Creative Consultant Roles   10-2007 to 05-2011

Clients: Game Production Services, U.S. Department of Defense (DoD), eHuman, Cranial Tap, Cognizant, National Institutes of Health, Kaplan University, NIC, and Hip Venture Company

- **Responsibilities:** Provide client-facing BA and guidance on product concepts, development strategies, and process improvement – for applications ranging from military simulations to human anatomy e-learning mobile apps for collegiate and professional medicine to Second Life-based corporate portals for virtual meetings and e-commerce storefronts to an international online social network for the greater Latin community.

UTV – Ignition Entertainment, Ltd. – Executive Producer   04-2008 to 12-2008

Product: Reich (PS3, Xbox 360, PC)

- **Responsibilities:** Provide oversight of studio operations and agile-driven management of all AAA product development efforts for the Florida Studio of 70+ personnel on $25M+ budget.

Y.K. Script – Contract Project Manager & Art Director   12-2007 to 06-2008

Clients: Symantec

- **Responsibilities:** Provide waterfall-driven creative management and technical direction to Scharf Creative Services-sourced art team for the development of CG 3D-rendered character art assets for Symantec's international "Norton Fighter" antivirus marketing campaign (initially launched in Tokyo, Japan).

MedStar Health – SiTEL – Contract Art Director   09-2007 to 04-2008

Products: Code Orange 1.5 (PC) and Burn Patient Management HICS 1.0 (PC)

- **Responsibilities:** Provide agile-driven management of distributed art teams for serious games and LMS.

BreakAway, Ltd. – Art Director   02-2005 to 07-2007

Clients: York Zimmerman, ICNC, and Quirkat
Products: A Force More Powerful (PC), Arabian Lords (PC), and Relic Hunters (PC)

- **Responsibilities:** Provide agile-driven, client-facing management of distributed art teams for serious games.

Creative Games Industry Production Roles   05-1991 to 02-2005

Clients: eGames, Aspyr Media, Magic Lantern, Microsoft, High Voltage Software, Imhotep Interactive, Savage Entertainment, Deep End Productions, Point Of View, Inc., Exakt Entertainment, Midway Games, SCEA / 989 Studios, SSI (Strategic Simulations, Inc), Space Camp, Museum of Aviation, Eagle Interactive, Angel Studios, MicroProse, FASA Interactive, Virtual World Entertainment, Nintendo, SEGA of America, Playmates Interactive Entertainment, Adrenalin Entertainment, Western Technologies, White Wolf Publishing, NovaLogic, Electronic Arts (EA), Activision Studios, Infocom, and Brøderbund Software

- **Responsibilities:** Provide concept to completion MMA (Mixed Methodology Approaches) for projects and personnel, client-facing product concept analysis, and perform creative-to-technical tasks – through contract and permanent roles – towards delivery of both domestic and international software products on a range of hardware platforms.
- Lead and collaborate on the production of 2D / 3D art assets through creative direction, concept illustrations, storyboards, prototyping, UX, UI, 2D sprites, low-polygon / cinematic 3D modeling, texture-map creation, shaders, UV mapping / unwrapping, lighting, special effects, rendering, keyframe animation, and physical package design.

EDUCATION

Certified Scrum Master – Scrum Alliance   **2013 to Present**
BFA, Character Animation, School of Film | Video, California Institute of the Arts   **08-1989 to 03-1993**