

## MICHELLE DEL ROSARIO

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### EXECUTIVE SUMMARY

Technical leader with more than 10+ years of professional experience in software engineering and leadership roles. Has directed **mobile game development**, applied **Artificial Intelligence** innovation, and **Web3** pioneering on agile small to mid-sized teams. Experienced with defining roadmap plans, improving software development processes, mentoring and managing individual contributors and people managers, and collaborating with leadership teams across disciplines to deliver product features and supporting tools.

### EXPERIENCE

#### **Content Strategist Consultant, Del Rosario Consulting**

*South San Francisco, CA 94080*, October 2022 – Present

- **Partnered** with 50+ publishers and game developers, including Square Enix, Capcom, and Limited Run Games, to produce 64 sponsored broadcasts featuring indie and AAA games like *Dragon Quest III: HD-2D Remake*, *Kunitsu-Gami: Path of the Goddess*, and *Tomba! Special Edition*.
- **Increased** user engagement by 75% and monetization by 45% by creating an automated chat-based game with Open Broadcaster Software (OBS) and SAMMI interface.
- Utilized **project management** experience to plan and consistently deliver weekly live streaming content to 80+ concurrent viewers across North America and Japan.
- In June 2024, accepted invitation to the **Twitch Partner Program**, becoming one of the **top 0.6%** of the 8.5 million streaming users on the platform.

#### **Head of Engineering & Senior Engineering Manager, Zynga (Blockchain Gaming)**

*San Francisco, CA 94103*, January 2022-October 2022

- **Hired** and **grew** the core Engineering **team** of 6 **remote engineers** from the ground up.
- **Oversaw** the architectural foundation of blockchain development for the company's first ever Web3 game *Sugartown* by directing the team to utilize **Amazon Web Services (AWS)**, ERC-721 standard smart contracts on the Ethereum blockchain, and Coinbase and MetaMask crypto wallet integrations for player authentication.
- **Worked closely** with **Legal** and **Cybersecurity** department **leaders** to ensure blockchain development met and maintained secure guidelines to avoid and limit liabilities (securities, fraud, gambling) and safeguarded the company by ensuring sound security principles and by verifying a customer's identity before allowing them to access services via Know Your Customer (KYC) protocol.
- Assigned tasks and supervised task completion using **task management** tool **Jira**, enabling producers the ability to manage burndown charts and track software development progress.

#### **Engineering Manager, Zynga (Gram Games, Studio Operations)**

*San Francisco, CA 94103*, September 2021 – January 2022

Directed the North American engineering efforts for both the Gram Games subsidiary and Zynga's Studio Operations' internal tooling, improving information flow across 4 global studios.

**Technical Director & Engineering Manager**, Zynga (Applied Artificial Intelligence)

*San Francisco, CA 94103*, March 2020 – September 2021

Oversaw and directed key business operations spanning game development, production, analytics, user acquisition, design, art, quality assurance (QA), live operations, and executive communication, enabling the division to build and test puzzle games with procedurally generated content (PCG).

**Lead Engineer**, Zynga (Casino Match Division)

*San Francisco, CA 94103*, May 2018 – March 2020

Led development on elder gameplay features, General Data Protection Regulation (GDPR) and California Consumer Privacy Act (CCPA) compliance requirements for the game *Harry Potter: Puzzles and Spells*.

**Principal Software Engineer**, Zynga (Central Product Division)

*San Francisco, CA 94103*, April 2016 – May 2018

Developed core loop and engagement features for two unreleased titles using Unity 3d and C#.

**Senior Game Engineer**, Juicebox Games

*San Francisco, CA 94107*, September 2015 – March 2016

Developed revenue features for the game *StormBorn: War of Legends* on using Unity 3d and C#.

**Senior Developer**, Gosu Group

*San Mateo, CA 94401*, January 2015 – June 2015

Developed User Interface (UI) components on the game *Chrono Strike* using Unity 3d and C#.

**UI Engineer**, Storm8 Studios

*Redwood City, CA 94404*, December 2012 – January 2015

Developed UI components on *Dragon Story*, *Match the Dots by Ice Mochi*, and 14 games within Invest Express, Puzzle, and Arcade Shooter genres on iOS platforms using Objective-C.

**CONFERENCES AND SPEAKING ENGAGEMENTS**

Pocket Gamer Connect, 2020 - *How to Build and Maintain Highly Distributed Teams*

WomenTech Network, 2020 - *Power and Influence: Developing Leadership Presence within You and Your Team*

Women of Silicon Valley, 2019 - *Managing Your 7 Year Career Plan*

**CERTIFICATIONS**

Amazon Web Services: Enterprise Security, February 2021

Amazon Web Services: Enterprise Security, April 2020

Coro Northern California, Women in Leadership, 2020

**EDUCATION**

Stanford University, BS Computer Science (Human Computer Interaction)

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