

DIEGO PRATES DE ANDRADE

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Summary

Production & Strategy professional with 13+ years in AAA and indie development. Experienced in leading engineering and cross-disciplinary teams and partnering with boards and executives on growth, risk, and milestone investments. Skilled in team building, workflow improvement, and multiplatform delivery — always aligning production decisions to maximize player value.

Highlights

- 10+ games published — AAA, and indie titles on console, PC, and mobile.
- 200% increase in output — achieved at Samsung SIDIA through restructuring and portfolio diversification.
- Led teams up to 50 developers — balancing creative ambition with technical delivery.
- C-suite & board collaboration — aligned portfolio strategy and milestone investments.
- Roadmap alignment — unified Snowdrop milestones across Ubisoft projects.

Experience

Senior technical producer @ *Avalanche Studios Group* - Malmö - Sweden - Mar 2025 - Present

- Worked with Microsoft to strengthen milestone predictability and platform compliance.
- Partnered with design, art, and engineering leads to align milestones and technical roadmaps.
- Coordinated technical teams while managing the Microsoft publishing relationship.
- Introduced workflow improvements to support more consistent milestone tracking.
- Supported growth of the live platform team, adding technical capacity.
- Applied risk tracking practices to milestone planning for earlier issue visibility.
- Aligned with central tech stakeholders to match project and studio priorities.

Senior producer @ *Thunderful Games* - Gothenburg - Sweden - Jan 2024 - Mar 2025

- Managed budget, roadmap, and cross-functional teams on a multi-platform project.
- Facilitated Lean Inception workshops, aligning stakeholders and reducing miscommunication.
- Aligned production with C-suite, supporting portfolio-level decisions.
- Presented to board, aligning milestone gates with investment decisions.
- Reorganized and integrated developers from other projects.
- Maintained and refined risk management practices.
- Standardized Jira workflows and reporting to improve stakeholder visibility.

Technical associate producer @ *Massive Entertainment - A Ubisoft Studio* - Malmö - Sweden - Sep 2020 - Dec 2023

- Created a team-wide roadmap, improving transparency across projects.
- Coordinated engine development for Avatar and supported development for Star Wars.
- Balanced priorities between engine and game teams, reducing rework.
- Drove collaboration across Ubisoft locations, strengthening global alignment.
- Formed and mentored the physics team, fostering collaboration and leadership.
- Integrated risk tracking into stakeholder management.
- Contributed to certification readiness (Xbox, PlayStation).
- Mentored project coordinators on Jira workflows, improving cross-project visibility.

Executive Producer @ Samsung SIDIA - Manaus - Brazil - Nov 2018 - Aug 2020

- Oversaw Black River Studios (Samsung SIDIA’s internal game division), managing its projects portfolio.
- Increased studio productivity by over 200% through restructuring and portfolio diversification.
- Secured and managed publishing deal with Aksys Games for Tin & Kuna.
- Aligned production with C-suite to support long-term growth.
- Oversaw budgets and resource allocation.
- Hired and mentored producers, building leadership capacity.
- Created portfolio-wide risk practices, balancing investment and delivery capacity.
- Established KPI-driven planning and reporting across the portfolio.
- Coordinated first-party submissions (Xbox, PlayStation, Nintendo) with publisher and platform partners.

Lead programmer / Technical producer @ Samsung SIDIA - Manaus - Brazil - Jan 2017 - Nov 2018

- Led a multidisciplinary engineering team delivering games and software.
- Developed software for prototype Samsung hardware, accelerating R&D decisions.
- Collaborated with global Samsung teams for technical alignment.
- Recruited programmers across multiple disciplines.

Producer / Lead developer @ Diverso Games - São Paulo - Brazil - May 2016 - Jan 2017

- Directed a small team through the full development cycle, improving delivery efficiency.

Programmer @ Fire Horse Studio - Sep 2014 - May 2016

- Developed scalable systems for mobile and PC games, improving multiplayer performance.

Producer @ Hoplon Infotainment Florianópolis - Brazil - May 2013 - Feb 2014

- Promoted to producer, coordinated co-development with Square Enix Latin America.

Programmer @ Hoplon Infotainment Florianópolis - Brazil - Apr 2012 - May 2013

- Built gameplay features and AI systems in Unity3D and C#, optimizing performance and pipelines.

Education

MSc Design Artifacts @ CESAR School - 2019 - 2021

Thesis on process design, focused on game pitch selection process

Bachelor of Information Systems @ UNISUL - 2005 - 2008

Thesis in workflow systems

Key skills & Tools

Leadership & Risk Management

- Hiring, mentoring & team growth
- Risk tracking & mitigation
- Board, C-suite & publisher collaboration
- Roadmap & milestone delivery
- Cross-discipline alignment
- KPI tracking & forecasting
- OKRs

Production & Strategy

- AAA console & PC launches
- Outsourcing/vendor management
- Release management
- Go-to-market coordination
- Portfolio management & budgeting (>€10M)
- Agile, Scrum, Lean, Kanban, Waterfall
- First-party certification (Xbox, PlayStation, Nintendo)
- External partners/IP

Technical Expertise

- Unity, Unreal, C#
- Perforce, Git
- Jira, Confluence (project tracking & reporting)
- Game engine production (Snowdrop, Apex, custom tools)
- Localization pipelines (Gridly, custom tools)

Languages

Portuguese - Native | English - Fluent