

Nathan Pearce

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Creative Leader / Product Designer / Strategic UX

A versatile, eighteen-year veteran in Cloud Product Design & Strategic User Experience. An effective hands-on manager, leading up to 27-person teams of system UX & Visual Designers, engineers, application engineers, web developers, artists and writers. An innovative strategic thinker with a successful track record launching ground-breaking, industry-first, cloud applications for industry giants such as Sony Online Atari & Oracle.

Experience

Oracle March 2015 - Present	Director of User Experience Responsible for leading the UX Team for the Content & Experience Cloud Service and Oracle Social Network for Web, Desktop & Mobile.
LiveJournal November 2014 - March 2015	Head of Design Thought-leader and Product Visionary steering the feature set, purpose and design of LiveJournal's Social Network across Web & Mobile.
BMC Software August 2013 - July 2014	Principal Creative Officer Invented and designed new features and products for an Enterprise IT Software company with many legacy products across web, desktop and mobile..
BGO Social April 2012 -December 2012	General Manager General Manager of a new Social Gaming startup, managing a small engineering team in the UK from San Diego.
Sony Online Entertainment November 2000 - April 2011	Director Progressive Director level positions laying the foundation for Sony Online's success, producing world-class industry-first, innovative products on-time and under budget. Extensive User Research, Usability Lab sessions and User Experience Design.
Sony Online Entertainment April 2011 - April 2012	Senior Game Designer Designed construction tools & User Experience for players and developers to construct their castles and dungeons for Landmark and EverQuest Next.
Sony Online Entertainment May 2008 - April 2011	Director of Skunkworks The Skunkworks team at Sony Online Entertainment was created to empower Nathan's vision. Prototypes of new technologies that plug into SOE's MMO's were rapidly generated, with Nathan as the primary, hands-on designer. It was a small, agile team focused on generating new ideas and breaking new ground with innovative, game-integrated tech.

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Sony Online Entertainment
July 2004 - June 2008

Creative Director

Initiated the Creative Direction and User Experience for Sony Online Entertainment's game-integrated web sites, installers, registration systems, community web applications, ecommerce interfaces and game launching / patching applications. My mission is to design user experiences that minimize the barrier to entry while maximizing utility, through a critical thinking approach to UX.

Sony Online Entertainment
September 2001 - July 2004

Director of Web Presence

Directed a team of 27 people, including Application Engineers, Web Developers, Writers and Artists, with 4 managers and an assistant as direct reports. Responsible for all of Sony Online Entertainment's Web sites, Marketing, Corporate, Game-integrated, Forums and Support.

Sony Online Entertainment
November 2000 - September 2001

Platform Art Director

Managed a team of 4 to 6 Artists, including traditional illustrators, print artists, graphic artists, web artists and Flash artists. Ensured quality, innovative, on time art for Sony Online Entertainment's web sites, installers and other interactive applications, by applying my knowledge of the technical and artistic aspects of web design.

Atari
1998 - 2000

Executive Web Producer

Responsible for the art, design, flash, HTML and server administration for GT Interactive's Web Presence (later acquired by Infogrames / Atari)

Nando.net
1997 - 1998

Multimedia Artist

Rapid response web design and video / Flash content generation to match the breaking news of the day.

Waseda English
1996 - 1997

Conversational English Teacher

Conversational English Teacher for Japanese students in Tokyo. My students already had learned English from their high school and college English classes, but took our classes to learn "conversational" English from a native speaker.

"Nathan worked at Sony Online Entertainment for a very long time. During his tenure here he helped create our entire online presence and design our social features from in-game to our out of game experience. He is extremely creative and easy to work with and is very good at getting his work done in a timely fashion and with excellent quality. He knows games inside and out and thinks of new features years ahead of our competition. He would be a valuable person to have in any organization and he's a wonderful person. Please feel free to call me on my cell if you want to hear this first hand at 858-335-6186."

— **John Smedley, President**, Sony Online Entertainment

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Patents

Granted - System and method for creating, editing, and sharing video content relating to video game events

United States Patent US8187104

Granted - System and Method for Identifying Compatible Users

United States Patent 20090075738

Granted - System and method of automatic entry creation for blogs, web pages, or file-sharing sites based on game events

United States Patent 2008094946

Inventors: [Nathan Pearce](#) - Systems and methods are provided for at least partially automating generation of video clips chronicling a character's interaction with a video game. The same may combine automatic video clip generation with automatic or user-generated and/or user-edited or created narrative. Multiple video clips may be combined into a video reel prior to or subsequent to uploading the same to a file-sharing site.

Inventors: [Nathan Pearce](#) - Systems and methods are provided for an automatic user or friend recommendation system that matches players that have compatible play styles, play schedules, or the like. Behavioral data is collected from players, and a profile of each player is created and compared to calculate a compatibility score. If the compatibility score exceeds a predetermined threshold, then the players are marked as compatible, or a degree of compatibility may be calculated and displayed as well. A notification of compatible players may be provided via the web application or in-game.

Inventors: [Nathan Pearce](#) - Systems and methods are provided for at least partially automating content generation of blog entries chronicling an entity's interaction with a multiuser environment. The same may combine automatic data generation with user-generated and/or user-edited or created narrative. The systems and methods may be employed for automatically generating and publishing descriptions, such as posting blog articles. In one implementation, a system automatically posts blog articles with automatic screenshots and automatically-generated descriptive copy of events that occur within a video game, such as in a massive multiplayer online role-playing game.

Education

Agile Learning Labs

University of North Carolina
at Chapel Hill

Rochester Institute of Technology

[ScrumMaster Certification, 2017](#)

[Nuclear Arms Race, Japanese, 1997 -1998](#)

[Photojournalism, Photography, 1992 -1994](#)

Activities and Societies: Photo House, Note-taker for the Deaf. Resident Adviser. Left to teach in Japan in lieu of finishing my Bachelor's Degree.

Skills

Team Building, "Band of Brothers & Sisters" leadership style, Agile Methodologies, Skilled in the multi-disciplinary dialects of Tech Industry Speech: Fluent in Executive, "Creative Types", PR, Marketing, Designer, Producer and Web Development. Conversant in the dialects of Engineer, QA, & CS. DBA-speak is still eluding me.

Software

Sketch, Invision, Slack, Axure, Adobe Creative Cloud - Photoshop, Fireworks, Dreamweaver, Flash. Premier - Balsamiq, Justinmind, Keynote, Microsoft Word, Visio, Excel