

# Konstantin Abadjiev

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## Experience

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### Head of Creative | GSN Games

2017 - Present

- Leading the creative direction of Wheel of Fortune Slots.
- Built and currently managing an in-house team of 13 across various disciplines including Art, Animation, UI/UX, Tech Art, and Design.
- Led the entire creative vision from concept to execution across UX, game design, and media used for TV and mobile user acquisition for Wheel of Fortune Slots.
- Created style guides, guidelines, and documentation on best practices, and mentored individuals to drive high quality art and brand consistency.
- Oversaw creation of all media assets for user acquisition and collaborated with marketing and analytics to incorporate performance into asset iterations and testing.
- Managed communications for brand partnership product pitches and approvals for use of the Wheel of Fortune brand.
- Drove production processes and worked with product and engineering to ensure the redesign, production, and on-time release of the 2.0 version of Wheel of Fortune Slots in 5.5 months.
- Released 22 slot games in 2017 and have nearly doubled the slots production output in 2018.
- Designed and released multiple improvements and new features since the release of the 2.0 product in December 2017, including clubs, events, hourly bonus improvements, preview room, chat, raffle, mystery prizes, and more.

### Creative Design Manager | GSN Games

2016 - 2017

- Art directed all of the live-ops content for Wheel of Fortune Slots 1.0, insuring a regular cadence of game releases and app-wide features.
- Managed 3 production lanes comprised of 2D, 3D and Tech Artists, as well Animators and UI/UX Designers.
- Supervised the creation and insured the quality control of the art generated by multiple outsource studios.

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## Creative Design Lead | **GSN Games** 2014 - 2016

- Managed the successful transition from the Slots Bash product to the GSN Classic product after the Bash Gaming acquisition.
- Managed the art team in the GSN Games Bangalore studio in creating the time limited content and its marketing of the most successful game of the GSN Classic product, Video Bingo.
- Established the process, status tracking, and resource management to insure efficiencies that led to 100% on-time game update releases.

## Creative Design Lead | **Bash Gaming** (formerly Bitrhymes) 2013 - 2014

- Managed the Art Teams of 3 outsource studios located in San Francisco, China, and India.
- Established the art pipeline and process to be used by the Bash Gaming US and Bangalore teams, as well as multiple third parties working on the Slots Bash product.
- Created scripts and tools to streamline the art export process, and changed the animation approach to avoid costly sprite sheets.

## Earlier Experience

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Co-Founder | **Table Flip Studios** 2012 - 2016

Art Lead | **Breaktime Studios** 2011 - 2012

Graphic Artist | **Blue Noodle** (formerly NeoEdge) 2010 - 2011

Artist | **Electronic Arts** 2006 - 2010

## Education

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BFA Animation/Illustration | **San Jose State University** 2006