

ASH PFUELB

Contact Information

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SKILLS

Entrepreneur experienced in running a small business, publishing independent game titles and creating new concepts for games. Proven ability to design concepts for slot games and video games. Collaborates effectively with programmers, who bring game concepts to life. Excellent written and verbal communications. Strategic planner driving audience engagement and revenues

EXPERIENCE

IGT, Reno, NV- *Producer (Game Designer)*

JAN 2023 - NOV 2025

- Built the concepts and established processes for creating new titles resulting in Stinkin' Rich Tail Wins, Moonlight Lanterns, Big and Fluffy: Outlaws, Big, Fluffy: Barnyard and Double Three Fortune Ingot.
- Managed the development of all aspects of the game from kick-off to release.
- Led development of game concepts based on intellectual property, IGT games in other formats or original game ideas.
- Created conceptual-level storyboards and prepared conceptual design documents for potential new games.

GLOSSBIRD, Peoria, IL- *Unity Developer (Contract)*

APRIL 2022 - JULY 2022

- Redesigned audio management system in game Fitment.
- Prototyped and outlined in-game goals and achievements system and using basic C# to program UI.

SELF EMPLOYED, Peoria, IL- *Content Creator*

JUNE 2020 - JAN 2023

- Applied knowledge of streaming software such as OBS and Stream Labs to create and manage social media pages.
- Entertained and maintained a following of people several nights a week.
- Managed a team of experienced moderators and business minded people to create a safe and profitable environment.

CHANGE LAB, Los Angeles, CA- *Game Designer*

SEPT 2018 - DEC 2018

- Designed paper and digital prototypes for mini games and fundraising modules.
- Hosted meetings with other designers to brainstorm new ideas and program simple mechanics.

INDIECADE, Los Angeles, CA- *Game Manager Intern*

JUNE - SEPT 2018

- Organized festival documents and managed spreadsheets for festival entries and data.
- Assigned jurors to games based on their equipment and game preference to judge games.
- Emailed developers about their entries and any issues that occurred.

ASHURIIYUKI PRODUCTIONS LLC, Peoria, IL- *Owner/Founder*

2012 - 2023

- Launched and maintained an Etsy shop selling accessories and custom household items. Traveled to conventions to set up a physical store front in Artist Alleys. Managed marketing, product launches, and maintained accounting, including yearly and quarterly tax filings.
- Developed video game concepts and saw them through the development process: produced Lingering Legacy.

EDUCATION

BRADLEY UNIVERSITY, Peoria, IL-

AUGUST 2016 - MAY 2020

- Bachelor of Science in Interactive Media and Game Design, Minor in Entrepreneurial and Innovation, Entrepreneurial Scholar