

Joze Mendoza

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A Creative Kraken — **player-first, driven, and unshakably passionate** about crafting worlds that matter. I believe games should be immersive, engaging, and memorable — a series of interesting choices that stay with players long after they put down the controller.

LEADERSHIP EXPERIENCE

Game Producer-Designer - Netflix Games | May 2023-October 2025

Led design, implementation, and production for Netflix Stories and Squid Game: Unleashed, blending creative vision with operational precision to deliver memorable player-first experiences.

- Championed end-to-end production and design across multiple Netflix Stories titles, including Virgin River, Selling Sunset, and Love Is Blind: Christmas, driving cohesive storytelling and seamless feature implementation.
- Solely produced, designed, and implemented Virgin River: Christmas, and led production on an unannounced project, managing internal and external teams to hit scope, quality, and schedule targets.
- Partnered cross-functionally with designers, engineers, QA, and product leads on Squid Game: Unleashed, leading the Contest Flow and Front-End pod to deliver high-impact features and optimize player experience.
- Revamped the JPD and production pipeline from ideation to release, streamlining communication, asset flow, and development efficiency across pods.
- Engineered and implemented multiple stories into the Netflix Stories Hub, improving technical integration and content visibility within the platform.
- Collaborated with co-development and outsource partners, providing clear pipelines, deliverable tracking, and design guidance to ensure consistent quality across projects.
- Consulted on production and design for additional unannounced projects, offering creative and operational insight to strengthen early development foundations.
- Drove process and cultural improvements through retrospective facilitation, proactive risk management, and transparent communication channels that built trust across teams.
- Mentored junior producers and designers, fostering cross-disciplinary growth, ownership, and collaboration across the studio.

PROFESSIONAL EXPERIENCE

Associate Technical Designer - Netflix Games | March 2022-May 2023

Blended design, art production, and implementation expertise to bring Money Heist: The Ultimate Choice to life — bridging creative vision with technical execution in a complex branching-narrative framework.

- Began as an Art and Design Producer, coordinating art deliverables, asset pipelines, and feature timelines before transitioning into a hybrid Producer-Designer role focused on hands-on implementation and scene construction.
- Set up and implemented scenes, prefabs, and interactive features using Unity and proprietary visual scripting tools to drive player progression through a branching narrative experience.
- Built and optimized production pipelines for art and design teams, ensuring efficient content integration, performance consistency, and high visual fidelity across episodes.
- Collaborated with art, design, and engineering teams to develop creative solutions, tool improvements, and workflow optimizations that reduced iteration time and improved content delivery.
- Framed and executed cinematic camera compositions and character staging, translating scripts and animatics into compelling visual storytelling moments that upheld the show's signature tone and aesthetic.
- Partnered with leadership and production to scope milestones, manage schedules, and align cross-discipline priorities while maintaining focus on player immersion and narrative clarity.
- Identified and resolved implementation bottlenecks early by anticipating production challenges, testing solutions, and maintaining tight communication loops between disciplines.
- Consulted on additional unannounced projects, advising on technical design setup, scene-building standards, and content integration workflows to improve consistency and scalability across teams.

Associate Producer - Boss Fight Entertainment | September 2021-March 2022

Led production for the art team in myVegas Bingo.

- Coordinated art production across multiple teams, ensuring deliverables met creative direction, quality standards, and milestone goals.
- Partnered closely with Producers and Art Directors to translate vision into actionable schedules and workflows.
- Streamlined communication between art, design, and engineering teams, keeping everyone aligned on priorities and visual targets.
- Managed art assets, documentation, and feedback loops to maintain consistency and momentum throughout production.
- Anticipated risks and production bottlenecks early, proposing creative solutions to keep schedules and quality on track.

Community Coordinator - Electronic Arts | January 2018-September 2021

- Enthusiastically interact with players in forums and communities, providing support, engagement, moderation, and feedback across various channels.
- Provide insights and trending data to studio teams on top content drivers, process enhancements, and content ideas to strengthen overall player experience.

EDUCATION

Full Sail University

Bachelor of Science - Game Design

Central Texas College

Associate of Applied Science - Psychology

SKILLS

Program & Development Management

- Experienced in Agile production, cross-functional leadership, and end-to-end feature delivery across design, art, and engineering.
- Proven success coordinating end-to-end feature delivery from concept to release across live and narrative-driven games.
- Experienced in leading internal and external development teams and improving cross-studio communication flow.
- Skilled in risk management, sprint planning, and optimizing pipelines (Jira, Confluence, Perforce, GitHub).

Game & Systems Design

- Hands-on Unity experience with prefabs, scene setup, and visual scripting for branching narratives and interactive systems.
- Deep understanding of branching narrative structure, pacing, and player engagement for interactive story titles.
- Designed and implemented content for Netflix Stories and Squid Game: Unleashed with a player-first focus on immersive, engaging experiences.
- Player-first design philosophy focused on creating immersive, engaging, and memorable experiences built on a series of interesting choices.

Art & Technical Implementation

- Experienced in managing and integrating art pipelines, from concept and asset delivery to in-engine implementation.
- Skilled at building and optimizing production workflows that ensure performance, visual consistency, and on-time delivery.
- Eye for visual storytelling and camera composition, ensuring cinematic quality and fidelity to creative vision.

Collaboration & Leadership

- Adept at bridging creative and technical disciplines, translating artistic vision into actionable production tasks.
- Proactive communicator who fosters alignment, accountability, and trust across teams.
- Experienced mentor for junior designers and producers, emphasizing ownership, clarity, and continuous growth.