

RHISTEL WINTER

BayArea, California 94538

RhistelX@gmail.com

CREATIVE OPERATIONS DIRECTOR

Creative and operational leader with 18+ years of experience uniting artistic vision with strategic execution. Proven track record launching 100+ mobile game titles, leading cross-functional teams of up to 25, and implementing automation that increased productivity while reducing costs. Extensive background in immersive event design, costume and set production, and experiential storytelling, with work featured in award-winning films and large-scale themed events. Known for driving efficiency without sacrificing creativity, delivering impactful experiences that achieve both artistic and business goals.

PROFESSIONAL EXPERIENCE

Head of Operations - Super Free Games (2014 - 2025)

- **Operational Leadership & KPI Management:** Oversaw key performance indicators (KPIs) across multiple departments, providing leadership with actionable insights on product ROI, resource allocation, and team performance.
- **Productivity Improvement:** Orchestrated a 163% increase in productivity in 2024, launching 499 releases with a streamlined team, achieving more with fewer resources.
- **Financial Analysis & Reporting:** Collaborated with finance teams to validate deferred development and track financial data, ensuring accurate reporting and amortization.
- **Compliance & Security:** Served as Data Privacy Officer, maintaining 100% audit pass rate for GDPR and state law compliance, safeguarding company data and reputation.
- **Process Optimization:** Led process improvement initiatives, driving efficiency through automation and the elimination of unnecessary tools, reducing costs, and enhancing team workflows.
- **Employee & IT Management:** Managed 95+ employees and 200 devices, overseeing onboarding, IT security, and device compliance. Administered JumpCloud for identity, access, and device management.
- **Team Leadership & Development:** Directly managed a team of 25 and fostered career growth for 15 employees, providing training, mentorship, and development opportunities.
- **Third-Party Relationships:** Coordinated with external teams (Keywords Studios, Helpshift, KStudio, and independent contractors) for QA, customer service, localization and development support.
- **Tool & System Management:** Administered Atlassian tools (Jira, Confluence), optimized workflows, and integrated new technologies like OneTrust for privacy compliance and OneTrust service for employee training.
- **Game Releases:** Successfully launched thousands of builds on platforms like Apple, Google, Kindle, and Meta, optimizing release processes and documentation.

Founder - Public Eye Collective (2017 - Current) | <https://www.wearethepubliceye.com/>

- **Event Planning & Execution:** Produced large-scale events for 2000+ attendees, including festivals, art shows, and interactive experiences, managing everything from concept to execution.
- **Creative Direction:** Designed and executed themed events, including set and costume design, prop creation, and production coordination.
- **Talent & Team Management:** Led a 13-person team, recruited and managed diverse talent (actors, DJs, bartenders), and ensured seamless event operations.
- **Technical & Production Support:** Provided on-site support for sound, lighting, and staging, enhancing event quality and guest experience.

Wardrobe Manager - Independent Films (2013)

- **Costume Design:** Created costumes for multiple independent films, including "Izzy Unleashed" and "After Ever After," ensuring character authenticity and visual storytelling.
 - "Izzy Unleashed" - Alicia Dunams & Romanus Wolter
 - "After Ever After" - Rakesh Kumar [International CineFest '17 Best Film (English)]
 - "The Last Vassal" - Unreleased
- **Wardrobe Maintenance:** Managed wardrobe continuity and on-set repairs, ensuring consistency and quality for 50+ characters across multiple scenes.

QA Engineer II - Zynga (2011 - 2012)

- **Test Plan Development:** Designed and executed comprehensive test plans for high-profile games, including Mafia II and Farmville.

ensuring optimal quality and build readiness.

- Cross-Team Collaboration: Worked with development teams to identify and resolve issues, ensuring game stability and testability.
- QA Leadership: Managed offsite QA teams, driving efficiency and maintaining high testing standards.

Format Quality Assurance Tester - Sony Playstation (2009 - 2011)

- Compliance Testing: Ensured 100+ uncredited game titles adhered to Technical Requirement Checklists (TRC) for successful certification.
- Peripheral Testing: Conducted product compatibility tests for PlayStation Move and other hardware peripherals, verifying functionality across upcoming game titles.

Quality Assurance Analyst - Electronic Arts (2009)

- Game Testing: Conducted comprehensive testing for The Sims 3, ensuring functionality, visual quality, and accurate localization across multiple languages.

Founder - Taiyo Cosplay (2000 - 2020)

- Custom Costume Design: Created over 1000 custom costumes and props for clients, delivering high-quality products under tight deadlines.
- Client Relationship Management: Provided exceptional customer service, from initial estimates to delivery, ensuring satisfaction and repeat business.

EDUCATION

College of San Mateo (2008 - 2009)

Music & English

Santa Cruz High School (2007)

General Studies

SKILLS

- **Project Management:** Proven ability to lead cross-functional teams, manage timelines, and deliver complex projects on time.
- **Process Optimization:** Expertise in identifying inefficiencies and implementing solutions to streamline workflows and reduce costs.
- **Team Leadership:** Experience managing 25+ employees, fostering growth, and developing career paths for individuals.
- **Release & Store Management:** Skilled in managing game releases across Apple, Google, Kindle, and Meta platforms. Experienced with dashboard tools for submission, certification, version control, and post-launch monitoring, ensuring compliance and optimizing release workflows for maximum performance.
- **Compliance & Security:** In-depth knowledge of GDPR and other data privacy laws, ensuring organizational compliance and security.
- **Risk Management & ROPA Tracking:** Skilled in identifying, assessing, and mitigating potential risks. Experienced in tracking Records of Processing Activities (ROPA) to ensure compliance and minimize operational and data privacy risks.
- **IT Device & System Management:** Expert in managing and securing devices across multiple platforms, including Windows, Apple (Mac, iPhone, iPad), and Android (phones and tablets), ensuring smooth operation, security compliance, and efficient device management.
- **Tools & Platforms:**
 - Project Management: Jira, Confluence, Atlassian, Dev Track, Trello, Slack
 - Data & Privacy Compliance: OneTrust, GDPR compliance
 - IT & Systems Management: JumpCloud, Google Suite, Microsoft Office
 - Financial & Data Analysis: Experience using financial and data tools for reporting and decision-making.

REFERENCES

Information Provided Upon Request

CREATIVE EXPERIENCE

Modeling Experience

- **Promotional Modeling**
 - *Kimpton Buchanan Hotel Grand Opening | San Francisco, CA | February 2016*
 - *Private Event Launch | Half Moon Bay, CA | 2016*
- **Commercial & Advertising Modeling**
 - *International TV Show Commercial | San Francisco, CA | 2019*
 - *Swimsuit & Lingerie Modeling | California | 2020*

Acting Experience

- **Stage & Character Acting**
 - *Character Actor – NUTZ | Wasteland Weekend | 2017 – Present*
 - *Character Actor – Z2UN | Neotropis | 2024 – Present*
 - *Actor – Karma Sutro | Independent Short Film | September 2012*
- **Live Performances & Improvisation**
 - *Improvised Actor | Private Dinner Event | Half Moon Bay, CA | 2006*
 - *"Temperance Rebel" / "Sewer Rat" / "Alice" | Dickens Fair | San Francisco, CA | 2004 – 2006*
 - *Independent Stage Actor | Various Short Routines & Competitions | California | 2005 – 2010*
 - *"Poor Kid" Actor & Greeter | Nor-Cal Renaissance Fair | California | 2000*

Live Events & Immersive Experiences

- **Public Eye: Entertainment & Performance Group** (Specializing in Apocalypse, Sci-Fi, and Fantasy Sets) | 2017 – Present
- **Obscurity: Food Service & Immersive Fantasy Tea Shop Experience** | 2024 – Present
- **"Hello Me?" Art Show & Gallery: Technical Support for Audio & Gaming, Full Bar & Food Services** (20-50 attendees) | 2021

Aerial Arts

- **Intermediate Level: Lyra, Cage, Suspension Dance** (Since 2019)
- **Beginner Level: Silks, Trapeze**

Dance Experience

- **Over 20 years of experience in a variety of styles:**
 - Ballet, Ballroom, Contemporary, Flow, Hip Hop, and Jazz

Traditional & Digital Art

- **Expertise in pencil, pen, watercolor, and paint** on traditional sketch paper and canvas.
- **Logo & Website Design:** Skilled in creating logos and designing websites.
- **Digital Art & Photography:** Proficient in digital art creation, photography, and Photoshop manipulation.

Sewing & Textile Arts

- **Experienced in handcrafting, fabric/material selection, machine sewing, embroidery, alterations, and beadwork.**

Props Creation & Crafting

- **Woodworking & Foam Craft:** Proficient in creating armor, weapons, and props using live metal, dulled materials, resin pours, and 3D printing.
- **Prop Painting & Alterations:** Skilled in detailed painting, alterations, and custom design.

Wigs & Hair Styling

- **Expert in hand-sewn wefts, custom lacing, braiding, teasing, dyeing, and foam core construction** for advanced wig styles and alterations.

Set & World Building

- **Proficient in woodworking, painting, and set dressing** to create immersive environments.
- **Skilled in upcycling materials and designing environmental props** to match thematic elements for sets.

Notable Credits

- **Costume Designer – Izzy Unleashed | Alicia Dunams & Romanus Wolter**
- **Costume Designer – After Ever After | Rakesh Kumar** (International CineFest '17 Best Film - English)
- **Lead Designer – The Last Vassal (Unreleased) – 50+ character designs**
- **Wasteland Weekend – 2017 – Present (Public Eye Sets)**
- **Neotropis – 2024 – Present (Obscurity Sets)**