

Dan Croucher

Development Director

Profile

I'm a creative and versatile video game producer and studio leader with 20+ years of hands-on game industry experience. I've worked with big budgets and large teams, on a shoestring with tiny ones, and everything in-between.

I've shipped many commercially and critically acclaimed games across a large range of platforms, on time and on budget. I pride myself on my drive, passion, attention to detail, straightforward approach and pursuit of quality - both at a game development and studio management level.

Experience

Development Director

Roll7

Remote, November 2019 - November 2024

Having led the development of the BAFTA-nominated *OlliOlli World* at Roll7, following the acquisition of the studio by Take-Two Interactive I then went on to head up all development at the studio. My responsibilities included scheduling and resourcing multiple teams and concurrent projects across the studio as well as high-level management of all aspects of production and QA, studio strategy and development quality.

Senior Producer

Electric Square

Contract, In-Office, April - October 2019

I joined Electric Square to assist completion of the soft-launch of F2P title *Forza Street* for Microsoft, on iOS and Android. Working with a team of five producers on a large development team, I collaborated closely with engineering and QA to take this Unreal Engine PC title to a position of performance and quality, as well as working closely with the client publisher and other release partners to ensure a successful launch.

Details

Brighton, United Kingdom

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Tools

- ◆ Google Workspace
- ◆ Excel, Word, PowerPoint
- ◆ Slack, Notion, Miro
- ◆ Hansoft, Asana, Trello
- ◆ Jira, Bugzilla, Devtrack
- ◆ Photoshop, Illustrator
- ◆ Premiere, After Effects, OBS
- ◆ Unity and C#
- ◆ Unreal and Blueprints
- ◆ Build processes
- ◆ Mobile App creation and provisioning
- ◆ Online infrastructure and deployment
- ◆ Compatibility tests and Beta trials
- ◆ Localisation Process and content databases
- ◆ Traditional and bespoke controllers
- ◆ Motion controllers and Kinect
- ◆ Touch screens

Senior Producer & Development Director

Wish Studios

In-Office, July 2014 - March 2019

I joined Wish Studios to handle pre-production on *That's You!* - a multi-million budget social party game project that formed the basis of Sony's PS4 PlayLink strategy. Over five years at Wish I led the dev team to produce three innovative and ground-breaking social games on PS4, before becoming Development Director, running all internal production on existing and new projects, pitching new projects and helping shape strategy and development of the studio as a whole.

Lead Producer

Dakko Dakko

Hybrid, November 2012 - June 2014

As part of an indie four-man team, my role was wide-ranging and ever-changing. From pitching and signing projects, to planning and scheduling, via mechanic and level design, game art creation, localisation, QA, certification and post-launch PR and marketing. Flexible and organic scheduling meant our games could breathe but shipped on time and budget, and close creative involvement means they are one of my proudest achievements.

Producer

Relentless Software

In-Office, October 2005 - October 2012

I started at Relentless as an assistant producer handling localisation and left having led a team of 30+ on a truly unique Kinect title on Xbox 360. On the way I worked with cross-discipline teams to deliver results via brainstorming, prototyping, pre-production, production and eventual submission on many large and small projects, including many games in the BAFTA-winning *Buzz!* Franchise.

Skills

- Senior management at a studio level.
- Studio development - operations, resourcing, hiring, infrastructure & culture.
- Studio strategy and long-term development planning.
- Budget, resource and cash-flow planning and tracking.
- High-level client and publisher liaison at all levels from pitch to production, submission and post-launch.
- Building and running teams 100% remotely.
- Prototyping and concept generation process and execution.

Shipped Games

Roll7

- ◆ *OlliOlli World* (PS4, PS5, XBO, Xbox Series, Switch, PC (Steam))
- ◆ *Rollerdrome* (XBO, Xbox Series, PC (Windows))

Wish Studios

- ◆ *That's You!* (PS4)
- ◆ *Knowledge is Power* (PS4)
- ◆ *Knowledge is Power: Decades* (PS4)

Dakko Dakko

- ◆ *The HD Adventures of Rotating Octopus Character* (PS Vita port)
- ◆ *Floating Cloud God Saves the Pilgrims in HD!* (PS Vita port)
- ◆ *Scram Kitty and his Buddy on Rails* (Wii U, PS4 port)

Relentless Software

- ◆ *Buzz!: The Big Quiz* (PS2)
- ◆ *Buzz!: The Mega Quiz* (PS2)
- ◆ *Buzz!: The Schools Quiz* (PS2)
- ◆ *Buzz!: Quiz TV* (PS3)
- ◆ *Buzz!: Quiz World* (PS3)
- ◆ *Kinect Nat Geo TV* (Xbox 360)

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- Pitch generation and investor and publisher presentations.
 - Line management of other producers, QA, audio and editorial and content creation staff.
 - Leadership of Leads groups and development teams.
 - Hands-on, day-to-day production, problem solving and dev teamwork.
 - People management, team inspiration and leadership.
 - IT, development and culture integration at a corporate level.
 - Liaison with PR and press, representing the studio and game in public.
 - Experience of Sony, Nintendo and Microsoft certification procedures.
 - Sourcing, budgeting and running of external services such as localisation, user research and compatibility testing.
 - Strong written prose, including game dialogue, scripts, game text, technical specs, design documents and strategic reports.
 - Artistic background with a knowledge of an eye for game art processes, composition and graphic design.

Education

BSc Psychology

University of Sussex, Brighton (1995 - 1998)

Diploma in Art & Design Foundation Studies

Winchester School of Art & Design (1993 - 1994)

A Level Art (A), A Level Sculpture (A), A Level English Literature (B)

Alton College, Hampshire (1991 - 1993)

References

On request.