

Aaron Pulkka

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Summary

Interactive entertainment executive with a focus on VR/AR/XR, applying multifaceted creative and technical background to facilitate the development and operation of innovative experiences.

- Solid academic and real-world grounding: 20+ years of interactive development experience, including over 10 years working on XR and a Master's degree in Computer Science and Engineering.
- Especially adept at bridging art and science to cultivate communication within interdisciplinary teams – strong leadership, problem solving, communication, and product management skills.

Experience

Two Bit Circus Los Angeles, CA 4.2017-Present

Head of Attractions and Production

- Member of senior/executive team setting strategic direction for the company.
- Managing accomplished team of internal producers, designers, artists, engineers, and fabricators.
- Led Creation, Collaboration, and Curation of all attractions for an over 30,000 sq. ft micro-amusement park in Downtown Los Angeles, including digitally enhanced carnival games, robotic bartender, themed story/escape rooms, seated/standing/free-roam VR, and immersive theater experiences.
- Evaluating and deploying 3rd-party experiences including **Hologate**, **AsterionVR**, **ModalVR** and **The Raft**.

Rabbx Los Angeles, CA 5.2011-Present

Co-Founder & CEO

- Providing production management consulting services for game development, Virtual Reality (VR), Augmented Reality (AR), theme park, and education projects.
- Produced and published mobile games (iOS & Android) including **Smash VR**, **Star Coliseum**, **Tap Champions** and **Weather Rabbit** (w/Metal Rabbit Games), and **TNNS** (w/Action Button Entertainment).
- Co-developed award winning VR and Mixed Reality apps including:
 - **Ghostly Mansion**, Entertainment Category winner of Google's Project Tango app contest.
 - **Behemoth**, Best Spatial Mapping award winner at the SFVR/Microsoft HoloLens Hackathon.

Metal Rabbit Games Changzhou, China 4.2012-6.2018

Co-Founder & Chairman

- Secured Chinese government seed funding and investment round led by the Shenzhen Capital Group.
- Provided product development direction to team developing mobile games for international markets.
- Produced assets for video game and VR projects including work for **Disney** and the **Emblematic Group**.

Activision Minneapolis, MN 9.2008-4.2011

Director of Production

- Led team of producers developing many cross-platform console games based on licensed IP. Developed games in a wide variety of genres with licensors including **Boeing**, **Cartoon Network**, **Disney's ABC**, **DreamWorks**, **Feld**, **Fox**, **Mattel**, **MTV**, **NASA**, **NASCAR**, **Nickelodeon**, **Spin Master**, and **SEGA Toys**.
- Represented production in slate planning, evaluated potential development partners, negotiated contracts, and managed P&L for projects to achieve aggressive quality, scheduling, and profitability goals.

Vivendi Games (Activision Blizzard) Los Angeles, CA 9.2006-9.2008

Sr. Director of Outsourcing

- Directed outsourcing (domestic and offshore) of game production services for Vivendi's game studios worldwide (Vivendi Games merged into Activision Blizzard in July 2008).
- Facilitated the initiation and management of production outsourcing services for many console and PC game titles including: **Ghostbusters**, **Prototype**, **Bourne Conspiracy**, **50 Cent: Blood on the Sand**, **World in Conflict**, **TimeShift**, **Empire Earth 3**, **WET**, **Crash Bandicoot**, and **Spyro**.

THQ Agoura Hills, CA 2.2006-9.2006

Project Director, XDG

- Co-founded the External Development Group (XDG) to establish efficient pipeline between internal THQ studios and external outsourcing resources worldwide (including China, India, and Europe).

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| Experience Continued... | Hyper Entertainment Glendale, CA 2000-2.2006 |
| | Vice President, Digital Media (2001-2006) |
| | <ul style="list-style-type: none"> ▪ Provided technology and design consultation for digital entertainment projects, including theme parks, museums, malls, arcades, and other location-based entertainment venues. ▪ Consulted as Director of Development for game outsourcing startup (VYK), establishing distributed production pipeline and successfully delivering assets for multiple console game titles. Clients included Activision Treyarch, EA Redwood Shores, Midway Surreal Software, and Sony Santa Monica Studio. |
| | Manager of Game Development (2000-2001) <ul style="list-style-type: none"> ▪ Managed team of artists and engineers to productize HyperBowl attraction to home PC game. ▪ Helped Hyper Entertainment spin-off from Sony through a management buy-out. |
| | Sony Development Burbank, CA 9.1998-2000 |
| | Technical Director / Project Manager (1999-2000) |
| | <ul style="list-style-type: none"> ▪ Directed development of multiple LBE games for SONY's MEDIAGE entertainment center in Tokyo, Japan. |
| | Lead Programmer (1998-1999) |
| | <ul style="list-style-type: none"> ▪ Developed custom motion-simulator-based VR arcade game for SONY's METREON in San Francisco. |
| | Walt Disney Imagineering Glendale, CA 8.1995-9.1998 |
| | Show Designer / Senior Programmer |
| | <ul style="list-style-type: none"> ▪ As an imager, designed and programmed in the VR Studio of Imagineering's R&D department, starting with the Aladdin's Magic Carpet Ride Virtual Reality attraction for DisneyQuest. Also developed CAVE-based VR prototypes and the Hercules in the Underworld immersive attraction. ▪ Initiated Disney's Massively Multiplayer Online games research project, which spawned Disney's ToonTown Online. |
| | Human Interface Technology Lab Seattle, WA 9.1993-7.1995 |
| | Research Associate |
| | <ul style="list-style-type: none"> ▪ Researched networked VR, including software engineering for the GreenSpace teleconferencing project. ▪ Co-moderated Usenet newsgroup sci.virtual-worlds (Virtual Reality research discussion forum) |
| Education | University of Washington Seattle, WA 1995 |
| | Master of Science, Computer Science and Engineering |
| | <ul style="list-style-type: none"> ▪ Emphasis on Human-Computer Interaction (HCI) and Virtual Reality ▪ Developed AI agent (Softbot) user interface as PhD qualifying project ▪ Completed master's thesis on creating Large-Scale Multi-User Virtual Environments |
| | University of Washington Seattle, WA 1992 |
| | Bachelor of Science, Computer Engineering |
| | <ul style="list-style-type: none"> ▪ Graduated Cum Laude, with emphasis on Robotics and Artificial Intelligence |
| Community | <ul style="list-style-type: none"> ▪ AIS On the Lot LBVR Speaker (12.2018) Los Angeles, USA ▪ IAAPA Greenlight Insights Speaker (11.2018) Orlando, USA ▪ XRDC Speaker (10.2018) San Francisco, USA ▪ Augmented World Expo (AWE) Speaker (6.2018) Santa Clara, USA ▪ New York Film Academy Game Design Adjunct Instructor (6.2015-12.2017) Los Angeles, USA ▪ HTC Vive X Mentor (9.2016-8.2017) Los Angeles, USA ▪ VRTO Speaker (5.2017) Toronto, Canada ▪ Augmented World Expo (AWE) Speaker (6.2017) Santa Clara, USA ▪ USC ETC AR Salon Speaker (11.2016) Los Angeles, USA ▪ Virtual Reality Strategy Conference Speaker (11.2016) San Francisco, USA ▪ Augmented World Expo (AWE) EU Speaker (10.2016) Berlin, Germany ▪ GVRDC and GVRIS Speaker (7.2016) Shanghai, China ▪ Vision VR/AR Summit Speaker (2.2016) Los Angeles, USA ▪ GDC Taipei Summit Speaker (5.2012) Taipei, Taiwan ▪ GDC China Speaker (12.2010) Shanghai, China |