

# Aaron Pulkka

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**Summary** Interactive entertainment production 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 leveraging 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 executive team setting strategic direction for company growth and brand identity.
- 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.
- Managing accomplished team of internal producers, designers, artists, engineers, and fabricators.
- Evaluating and deploying 3rd-party experiences including **Hologate**, **AsterionVR**, **ModalVR** and **The Raft**.

**Rabbox** 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).

<b>Experience</b> Continued...	<b>Hyper Entertainment</b> Glendale, CA    2000-2.2006
	<b>Vice President, Digital Media</b> (2001-2006)
	<ul style="list-style-type: none"> <li>▪ Provided technology and design consultation for digital entertainment projects, including theme parks, museums, malls, arcades, and other location-based entertainment venues.</li> <li>▪ Consulted as <b>Director of Development</b> for game outsourcing startup (<b>VYK</b>), 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.</li> </ul>
	<b>Manager of Game Development</b> (2000-2001)
	<b>Sony Development</b> Burbank, CA    9.1998-2000
	<b>Technical Director / Project Manager</b> (1999-2000)
	<ul style="list-style-type: none"> <li>▪ Directed development of multiple LBE games for SONY's MEDIAGE entertainment center in Tokyo, Japan.</li> </ul>
	<b>Lead Programmer</b> (1998-1999)
	<ul style="list-style-type: none"> <li>▪ Developed custom motion-simulator-based VR arcade game for SONY's METREON in San Francisco.</li> </ul>
	<b>Walt Disney Imagineering</b> Glendale, CA    8.1995-9.1998
	<b>Show Designer / Senior Programmer</b>
	<ul style="list-style-type: none"> <li>▪ As an imaginer, designed and programmed in the VR Studio of Imagineering's R&amp;D department, starting with the <b>Aladdin's Magic Carpet Ride</b> Virtual Reality attraction for DisneyQuest. Also developed CAVE-based VR prototypes and the <b>Hercules in the Underworld</b> immersive attraction.</li> <li>▪ Initiated Disney's Massively Multiplayer Online games research project, which spawned Disney's <b>ToonTown Online</b>.</li> </ul>
	<b>Human Interface Technology Lab</b> Seattle, WA    9.1993-7.1995
	<b>Research Associate</b>
	<ul style="list-style-type: none"> <li>▪ Researched networked VR, including software engineering for the <b>GreenSpace</b> teleconferencing project.</li> <li>▪ Co-moderated Usenet newsgroup <b>sci.virtual-worlds</b> (Virtual Reality research discussion forum)</li> </ul>
<b>Education</b>	<b>University of Washington</b> Seattle, WA    1995
	<b>Master of Science, Computer Science and Engineering</b>
	<ul style="list-style-type: none"> <li>▪ Emphasis on <b>Human-Computer Interaction (HCI)</b> and <b>Virtual Reality</b></li> <li>▪ Developed AI agent (Softbot) user interface as PhD qualifying project</li> <li>▪ Completed master's thesis on creating Large-Scale Multi-User Virtual Environments</li> </ul>
	<b>University of Washington</b> Seattle, WA    1992
	<b>Bachelor of Science, Computer Engineering</b>
	<ul style="list-style-type: none"> <li>▪ Graduated Cum Laude, with emphasis on <b>Robotics</b> and <b>Artificial Intelligence</b></li> </ul>
<b>Community</b>	<ul style="list-style-type: none"> <li>▪ <b>VRFest@CES LBVR Speaker</b> (1.2019) Las Vegas, USA</li> <li>▪ <b>AI On the Lot LBVR Speaker</b> (12.2018) Los Angeles, USA</li> <li>▪ <b>IAAPA Greenlight Insights Speaker</b> (11.2018) Orlando, USA</li> <li>▪ <b>XRDC Speaker</b> (10.2018) San Francisco, USA</li> <li>▪ <b>Augmented World Expo (AWE) Speaker</b> (6.2018) Santa Clara, USA</li> <li>▪ <b>New York Film Academy Game Design Adjunct Instructor</b> (6.2015-12.2017) Los Angeles, USA</li> <li>▪ <b>HTC Vive X Mentor</b> (9.2016-8.2017) Los Angeles, USA</li> <li>▪ <b>VRTO Speaker</b> (5.2017) Toronto, Canada</li> <li>▪ <b>Augmented World Expo (AWE) Speaker</b> (6.2017) Santa Clara, USA</li> <li>▪ <b>USC ETC AR Salon Speaker</b> (11.2016) Los Angeles, USA</li> <li>▪ <b>Virtual Reality Strategy Conference Speaker</b> (11.2016) San Francisco, USA</li> <li>▪ <b>Augmented World Expo (AWE) EU Speaker</b> (10.2016) Berlin, Germany</li> <li>▪ <b>GVRDC and GVRIS Speaker</b> (7.2016) Shanghai, China</li> <li>▪ <b>Vision VR/AR Summit Speaker</b> (2.2016) Los Angeles, USA</li> <li>▪ <b>GDC Taipei Summit Speaker</b> (5.2012) Taipei, Taiwan</li> </ul>