

Juha T. Vainio, MSc (Tech)

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Summary

I am an experienced games management and leadership professional who can get people motivated and things done - on schedule! I have successfully helmed several ground-breaking game productions using Lean and Agile methodologies. During my management career of 13+ years I have lead numerous cross-functional teams through good times and bad, producing exceptional results. Process development is my forté and I live by continuous learning, both at work and in private life. I am analytical by nature, I understand technology and I am interested in games, leadership, management, software, VR, innovation, technology, creativity, mobility.

Brief work history (detailed history at the end)

Head of UX/UI in Games and Gaming Machines

Veikkaus - 9/2016 - present, Espoo, Finland

CEO / Founder / Executive Producer

Epic Owl - 12/2014 - 5/2017, Helsinki, Finland

Product Lead / Executive Producer / Senior Game Producer

Rovio Entertainment - 9/2012 - 12/2014, Espoo, Finland

R&D Manager / Project Manager / Tech Lead

Nokia / Accenture - 6/2005 - 6/2012, Espoo, Finland

Senior Software Engineer

Stonesoft / VDSL Systems / Teleca / Geracap - 6/2000 - 6/2005, Espoo, Finland

Achievements

I established and **helmed a company** that delivered a unique PvP game to the mobile gaming scene, loved by the players, produced in record time, **beating the UA costs**.

I developed **essential processes** for Rovio related to Scrum, Game Jams and Competence Development.

I produced **Rovio's first free-to-play** title Angry Birds Star Wars Facebook.

I received the organization's only **100% favorable leadership** score during lay-offs period at Nokia.

My optimizations of the Nokia error triage process resulted in quality improvements and measured **400% efficiency increase**.

Management skills Characteristics

situational leadership, coaching, innovation leadership, knowledge sharing, motivating, analytical mind, time management, change management, process development, getting things done, tech literate, open minded

Game dev skills Technical skills

game production, agile, scrum, unity, free-to-play, analytics, software development, mobile technologies, programming, internetworking, web

Education

Master of Science in Technology, Computer Science

Helsinki University of Technology, 2001

- Telecommunications software (major), Interactive digital media (minor)

Publications and miscellaneous projects

Mobile real-time multi-user dungeon game Monrovia

Project manager and producer on a synchronous real-time multi-user dungeon game for Palm OS (client) and Linux (server).

Team of 7 software engineers in a ~1400 man-hour game project.

Helsinki University of Technology, 2000 - 2001

Bluetooth security

Vainio, Juha T., Internetworking seminar, Department of Computer Science and Engineering, Helsinki University of Technology, 2000

One of the first research projects on the subject, widely referred in subsequent research.

<http://www.yuuhaw.com/bluesec.html>

An application programming interface for replication in StoneBeat clusters

Vainio, Juha T., Master's Thesis, Department of Computer Science and Engineering, Helsinki University of Technology, 2000

Languages

English (fluent), Finnish (native), Swedish (good), German (fair), Japanese (unfair)

Detailed Work History

09/2016 – present, Veikkaus (former RAY)

Head of UX / UI in Games and Gaming Machines

Broadening my horizons by checking out a different kind of games business in a non-profit company donating annually over one billion euros to charity.

Product Owner of the user experience of the Veikkaus (and former RAY) gaming and slots machines. Supervisor of UX designers, UI artists, front-end and UI coders and usability testers.

11/2016 – present, IGDA Finland

Member of the Board, Operational Lead

Elected as a board member of International Game Developers' Association's Finnish chapter. Leading the operational management, including optimising the processes.

12/2014 - 5/2017, Epic Owl

CEO / Founder / Executive Producer

Epic Owl was a High-Ambition-High-Risk games startup aiming to pave the way for hardcore gamers to mobile. The company itself did not make it but Spaceship Battles is a moderate success as it makes steady profit and continues to beat UA costs.

Main responsibilities:

Company strategy, business development, production, analytics, partnerships, marketing, finances.

2015: Executive Producer and Producer of Starside Arena, self-published.

2016-2017: Executive Producer of Spaceship Battles, published by HeroCraft Ltd.

Major achievements:

Securing the initial funding from Sisu Game Ventures and Tekes high-tech fund.

Negotiating a global licensing contract for Spaceship Battles with HeroCraft.

Leading the production of Starside Arena, a free-to-play global PvP strategy game, from

scratch to soft-launch in 6 months and subsequently to global launch both on iOS and Android.

6 Featured blog posts in Gamasutra.com in my Starting up a game business series.

Epic Owl Ltd. excellence:

Startup100.net "#1 Hottest Startup From Finland" (April 2015)

Startup100.net "#1 Hottest Game Startup From Finland" (December 2015)

Starside Arena excellence:

TouchArcade.com Hot Games #4 (3 months after launch)

PocketGamer.biz: "Top 20 Games In Soft Launch" (November 2015)

App Store rating average: 4.5 stars (December 2015)

Google Play rating average: 4.5 stars (December 2015)

<http://www.epic-owl.com/>

<http://www.facebook.com/epicowl>

<http://www.twitter.com/epicowltd>

09/2012 – 12/2014, Rovio Entertainment, Games

Product Lead / Executive Producer

Handling Executive Producer, Producer, Product Manager, Team Lead and miscellaneous other duties for two game projects in our startup-style new IP game studio. Full responsibility over the products, including vision, business plan, risk assessment, KPIs, feature prioritisation, IP development, cross-organisational collaboration and communication, scheduling, day-to-day operations, team leadership.

1) A huge 3D character-focused mid-core+ game project with absolutely awesome new IP, utilising proven free-to-play mechanics, spearheading lots of areas where the company had not gone before. Prototyping, Pre-production and Production until the project was canceled in November 2014 when the company re-focused its operations.

2) A smaller game project with innovative gameplay and more experimental free-to-play mechanics. Pre-production and Production until the project was canceled in November 2014 when the company re-focused its operations.

Other duties have included heavy process development and assisting our Studio Head with operational management, such as taking over the responsibility of studio game jamming activity, i.e. organising five studio game jams during 2014 with the outcome of 30+ really cool game prototypes.

During the 2014 lay-offs I was elected as the Games unit employee representative by and for the 250 Rovio game developers.

Senior Game Producer

Lead the concepting efforts of new games based on Angry Birds brand. Mentored and coached the game studio's producers and game designers. Organized competence development, including a studio-wide game designer free-to-play competence development undertaking.

Game Producer

Produced the first proper Rovio free-to-play game Angry Birds Star Wars on Facebook with virtual currency, weekly social tournaments and power-ups. From initial concepting to launch to multiple small updates and two major content releases. Worked in collaboration with companies such as LucasFilm and Facebook.

Produced several non-conventional game updates for the most downloaded game of all time, the one and only original Angry Birds. The goal was to refresh the game and keeping

the huge enthusiastic player base while also getting new players. As a result, we made three huge game updates with new game modes and new mechanics.

10/2011 – 07/2012, Accenture / Nokia Symbian Services / User Experience Design

Head of UX Studios, Finland South

Heading the User Experience studios of Helsinki, Espoo, Salo and Tampere in Finland.

Operative management in Symbian User Experience organization, including line management of multi-national team of 15 people: UX project managers, graphics (visual) designers and localization specialists.

Hands-on project work such as user experience benchmarking of mobile devices. Managing people who are in-between projects – networking, competence development, identifying new roles and projects, self-development plans, coaching, etc.

5/2009 – 9/2011, Nokia / Smart Devices / User Experience Design

Head of UX Studios in Capital Area Finland & USA

Heading the User Experience studios of Helsinki, Espoo and Salo in Finland, Boston, San Diego and Silicon Valley in the USA.

Global operative management in Symbian User Experience organization during what is arguably the toughest period ever in Nokia's history. Line management of 6 multi-national teams, 32 people altogether: (Senior) interaction designers, graphics (visual) designers, consumer experience specialists, project managers, team leads and localization specialists. Among other operative and line management tasks the duties included wellbeing management, process development, resourcing, budget management, liaison work between Symbian User Experience and Nokia Design and competence development planning and execution for the whole Symbian UX organization.

6/2005 – 5/2009, Nokia / S60 SW / Symbian OS Operative Management

Symbian Triage Team (Symbian / S60) – Manager / Product Owner

Solid Line Manager of a multinational multi-site agile scrum team of 7 (senior) software engineers debugging Symbian OS and analyzing defects. Being the Product Owner of the team "product". Involved managing all aspects of subcontracting.

Received constantly positive feedback in work atmosphere surveys. Leadership and True Nokia Leader score 100%.

Remaining the 'highest technical authority' of the team, making the most difficult decisions and helping out the team members with tough Symbian C++ programming issues. Guided the team through several co-operation negotiations and large organizational changes. Transformed the team from a regular old-school project team to an agile scrum team. Collaborated with Symbian Ltd. on debugging efforts and quality improvement actions. Coordinated the team activities of Symbian OS consulting inside Nokia. Planned and executed the ramp-down of the activities and the team.

Actively networked within Nokia to find new areas where the team's vast Symbian OS expertise might be needed. Periodical trips to the UK, irregular trips to e.g. Asia, North America.

Symbian Ltd. developer migration to S60 development environment – Co-lead

Nokia-side lead in migrating software engineers of former Symbian Ltd. to Nokia S60 development environment.

Responsibilities included planning, project management, close co-operation and coordination with many teams and people both in Nokia and in former Symbian Ltd. Tasks included but not limited to hardware and software requirements gathering, tools acquiring, training planning, negotiations with the target teams, scheduling and deploying in former Symbian Ltd.

Symbian Triage Team (Symbian / S60) – Project Manager

Responsible of a project of a team of 7 (senior) software engineers debugging Symbian OS and analyzing defects. Collaborating with Symbian on debugging efforts, Symbian OS consulting inside Nokia, assigning debugging and consultancy tasks within the team. Process training in China, India, Japan, USA; additional traveling periodically to the UK.

Symbian Triage Team (Symbian / S60) – Technical Lead / Specialist

Responsible of the technical competence of Nokia Symbian Triage Team. Debugging Symbian OS and analyzing defects, collaborating with Symbian Ltd. people for fixing errors on Symbian OS.

Tackled the technically most challenging debugging tasks the team was assigned.

Using e.g. MetroWerks CodeWarrior with Symbian OS versions 7.0s - 9.2 and S60 versions 2.1 – 3.1, C++ coding for test programs to reveal defects. Co-ramped up the team and defined the processes of the newly adopted activity.

8/2003 – 5/2005, Teleca Finland / Teleca UK – Mobile Devices

Mobile multimedia diary / advanced connectivity application (Symbian / S60) – Designer / developer

Co-designing and implementing operations with MS Visual C++ and Series 60 SDK for a database used for media and message records. Development of test tool and file manager for media database. Co-designing and implementing a module for error logging and function tracking using MS Visual C++ and assembler on Windows 2000 environment. Symbian Triage Team (Symbian / S60) – Technical Lead / Specialist

Responsible of the technical competence of Nokia Symbian Triage Team. Debugging Symbian OS and analyzing defects, collaborating with Symbian Ltd. people for fixing errors on Symbian OS.

4/2002 – 5/2003, VDSL Systems

SNMP pass-through agent for VDSL DSLAM (Linux) – Designer / developer

Designing and implementing a NET-SNMP pass-through agent for VDSL DSLAM using Python on an embedded Linux environment. Researching MIB information and implementing tentative versions of VDSL MIBs.

VDSL line control daemon for VDSL DSLAM (Linux) – Designer / developer

Designing and implementing a daemon responsible for controlling the VDSL lines and getting control and statistics information in VDSL DSLAM (embedded Linux). Duties included designing and implementing a protocol between the command line interface and the daemon as well as implementing the existing protocol between the daemon and VDSL Burst Mode Engine chips. For testing purposes a Burst Mode Engine simulator was implemented using Python with curses.

Command Line Interface for VDSL DSLAM (Linux) – Designer / developer

Designing and implementing a command line interface for VDSL DSLAM using Python on an embedded Linux environment. Primary duties included the implementation of show, debug, software updating, helper, and completer commands. Additional work on

configuration command. XML parsing implemented using libxml2, protocol independent file transfer for software updating implemented using libcurl.

6/2000 – 4/2002, Stonesoft

Clustering SDK (Linux/Sun Solaris/HP-UX) – Designer / developer

Designing and implementing an API for third party developers enabling them to use clustering solutions in their own products. Primary duty was the implementation of the clustering daemon which communicated with the Stonebeat daemon and replicated information between nodes of the cluster. Designed and implemented a protocol between the API functions and the daemon, as well as between the daemons in different nodes. The daemon was implemented using C on Linux, Sun Solaris, and HP-UX. The APIs were implemented in C and Java. My Master's Thesis was a part of this project, describing the theory, design, and implementation of the first version of Clustering SDK.

SNMP extension agent for Stonebeat clustering software (Linux/Sun Solaris/HP-UX) – Designer / developer

Designing and implementing a NET-SNMP extension agent for Stonebeat clustering software using C on a Sun Solaris environment. Researching MIB information and updating the Stonebeat MIB.

GUI development for SecurityCluster (Win32 Java) – Designer / developer

Taking over the implementation duties of the management GUI for the Security Cluster product. The GUI was designed in collaboration with the Italians who were responsible for the development of the Security Cluster. The GUI was implemented using Java on Windows NT (Borland JBuilder).

5/1999 – 5/2000, Sonera Carrier Networks

VoIP research and testing – Technical Assistant

Work in the department of Network Technology Development. Researching Voice over IP standards and comparing the existing protocols, H.323 and SIP. Testing the equipment and software in the VoIP laboratory.