Daniel King

PRODUCT & GAMES EXECUTIVE

Isle of Man

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Overview

Personal mission

‘To empower people to create products that influence, entertain and deliver meaningful impact.'

Summary

Executive leader with 20+ years of experience across product strategy, operations, game development and commercial delivery. Former Chief Product Officer, Head of Games and Director of Strategy & Vision with a proven track record of building products, scaling teams and driving growth across gaming and digital entertainment. Experienced in translating market opportunities and business objectives into successful products and strategic roadmaps.

Management

Executive leader with experience managing multidisciplinary teams across product, design, development, production and commercial functions. Skilled in building high-performing teams, aligning stakeholders and translating strategic objectives into clear execution plans. Strong track record of guiding organisations through roadmap planning, product delivery and growth initiatives in fast-paced commercial environments.

Skills & Achievements

Soft Skills

- Strategic
- Decisive
- Analytical
- Adaptable
- Collaborative

Hard Skills

- Product Strategy
- Product Discovery & User Research
- Data-Driven Decision Making
- Operational Excellence
- AI-Enabled Workflows
- Commercial Optimisation
- Game Design & Product Development
- Gaming & iGaming Expertise

Achievements

- 20+ Years Games Industry
- 100+ Products Released
- 11 Gaming Studios
- 2 Successful Start-ups

Work Experience

Director of Product Strategy

Dare Games

Isle of Man
Jun 2019 - Present

Leading product strategy, game design and business development for Dare Games, an independent gaming studio focused on product innovation within the iGaming industry.

Responsible for defining product vision, evaluating market opportunities, developing new game concepts and supporting partners across product strategy, game design, production and commercial planning. Working closely with multidisciplinary teams to translate ideas into scalable products while incorporating data-driven decision making, AI-enabled workflows and lean product development practices.

Clients:
• Evoplay
+2 other clients

Director of Strategic Vision

Evoplay

Cyprus
Sep 2022 - Present

As a client of Dare Games. Defining and developing a roadmap of iGaming products for casino partners. Working closely with stakeholders, commercial and analytical teams to understand both business and market-specific requirements. Along with other experts, working hands on and collaborating to develop the best and most innovative iGaming products in the world.

Games include:
• Candy Craze
• Ocean Catch
• Bandit bust
• Winter star
• Penalty Shoot-out: Street
32+ Games

Chief Product officer

Zarzilla Games

Malta
Nov 2021 - Sep 2022

Developing a roadmap of mobile free-to-play card games for the Western market. Managed project leads, worked closely with stakeholders to ensure projects were on time, on budget and met business goals.

Games:
• Gin Rummy Super

Head of Games

Pragmatic Play

Malta
Nov 2018 - May 2019

Developing the product strategy, and roadmap for a range of premium video slot games for the Nordic market. Managed and built a team of artists, engineers and game designers. Leading the creative vision of the projects, while providing support, mentoring and guidance to the wider product team.

Games:
• Aladdin and the Sorcerer
• Street racer

Senior Producer

Quickspin

Stockholm, Sweden
Aug 2018 - Nov 2018

Developing and launching market leading video slot games for the best casino operators around the world. Defining, owning and driving the product vision from conception through to launch. Provided Inspiration and motivation to other members of the team while cultivating a collaborative culture.

Games:
• The Grand
• Divine Dreams

Senior Game Producer

Yggdrasil Gaming

Malta
Aug 2016 - Aug 2018

Producing the finest video slot games for the best online casino operators around the world. Designing, owning, and driving the games development team towards their production goals from concept to launch. Empowering and motivating the team, removing blockers from them whilst constantly driving the project towards success.

Games:
• Baron Samedi
• Nitro Circus
• Hanzo's Dojo
• Vikings go to Hell!!
• Ozwin's Jackpots
• Valley of the Gods
• Sunny Shores
• Beauty and the Beast

Senior 2D artist/ Art Director

Goodgame Studios

Hamburg
Aug 2015 - Aug 2016

Working hands on designing and directing puzzle-based mobile games for casual players. Collaborating with a multi-skilled team on the relationship between audience, gameplay and art, how they coexist and support each other and how to use art to increase both adoption and engagement. Inspiring the team and providing mentorship in all areas of design.

Games:
• Little Lost
• Sunny Smash
• Mercs

Art Director/ Lead Artist

Push Gaming

Farringdon, London
Aug 2013 - Aug 2015

Defining and delivering the next generation of video slot games for UK and European Casino operators. Collaborating with studio owners to define strategy and long-term planning. Recruiting, mentoring, managing, developing and retaining a highly talented team of designers, ensuring their high impact contributions and individual career growth.

Games:
• Superheroes & Supervillain's
• Peter & the Lost boys
• Golden Farm
• Meet the Meerkats
• Ultimate Dream Team
• Legends of Racing (Flats and Jumps)
• Humpty Dumpty
• Bonus Beans

Senior 2D Artist

Full Fat Productions

Warwick
May 2012 - Aug 2013

Creating and developing 2D art assets for first-class IOS and Android mobile games from game concept through to production. Concepting and driving original and innovative art styles for each of the games. Pushing the art quality where players see it. Working closely with design to ensure the art supports the game experience.

Games
• Agent Dash
• Sugar rush
• NFL Quarterback 2013
• NFL Kicker 2013
• Flick Golf island

Senior Game artist

Fish in a Bottle

Leamington Spa
Jan 2011 - Dec 2011

Creating engaging interactive games for globally recognised children's brands including Peppa Pig and BBC Planet Dinosaur. Collaborating across game design, art direction and production to deliver high-quality products from concept through to release. Producing UI, animation, illustration and prototypes while mentoring artists and helping shape the creative vision of each project.

Games
• Peppa Pig: Basketball
• Peppa Pig: The New House
• BBC Planet Dinosaur

Game artist

Hotgen Studios

London
Jan 2005 - Apr 2010

Developing quality, fun game experiences for mobile, social, and console markets. Designing features, game environments, characters, and UI. Taking ownership and doing whatever it takes to create games that clearly stand out from the pack. Working closely with artists, producers, and engineers to ensure games are aligned with the high standards the business strives for.

Games
• Hasbro’s - Mr. Potato Head
• Photo Face
• Ponyz
• Phineas and Ferb
• SpongeBob SquarePants Bikini bottom 500
• Toy Story
• High School Musical
• Camp Rock
• Hannah Montana: All in one
• Hannah Montana: One in a Million
• Hannah Montana: Best of Both worlds
• Wall-e
• Pirates of the Caribbean
• Vmigo: Dogs
• Vmigo: Cats
• Vmigo: Disney Princess
• Nursery Rhymes

3D Character Artist

Acclaim Entertainment

Manchester
Jan 2004 - Dec 2004

Produced top-quality character-related designs, models and textures for PlayStation and Xbox game consoles. Working closely with animators to ensure models deform correctly and are functional. Solving problems with visual design; filling in the gaps between concept art and modelling. Working closely with the Art Director and Leads to drive and maintain visual consistency.

Games
• ATV Off-road Fury 3 (PlayStation 2)

Game Titles

Game history

Total: 100+ (Newest to Oldest)
The Necrobeats
Apex Dregs
Piranha pays
Lunax
The Robbin' Gobblins
Vegascaline
Realm of the Divine: Ares
Realm of the Divine: Hades
Realm of the Divine: Zeus
Realm of the Divine: Poseidon
Octopus Riches
Clover Rush
Chip Rush
Dazzling Reels
Vegas frames
Vegas 777
Honey Royale
Temple of Thunder III
Mystic totems
Hocus Pocus Sorcery
Lunar Wilds
Wild Pounce
Rush Riches
Tree of light Fabled Fruit
Europe Transit Snowdrift
Mega Merry Gifts
Dolce Dreams
Chained Fighters
Bull's Club
Venice Festival
Roman rule
Candy Craze
Ocean Catch
Bandit Bust
Winter Star
Temple of Thunder 2
Wolf Hiding
Collapsed Castle
Sold it
Unlimited Treasures
Northern temple
X-Demon
Book of the Priestess
Europe Transit
Jhana of God
Jhana of God Scratch

Catch the Wind
Cursed Can
Funny hunting
Penalty Shoot-out: Street
Penalty Roulette
Candy Dreams Bingo
Perfect Fishing
Soccer Solo Striker
Super Bartender
Gin Rummy Super
Street Racer
Aladdin and the Sorcerer
The Grand
Divine Dreams
Baron Samedi
Nitro Circus
Hanzo's Dojo
Vikings Go to Hell
Ozwin's Jackpots
Valley of the Gods
Sunny Shores
Beauty and the Beast
Sunny Smash
A Little Lost
Power Force Heroes
Power Force Villians
Gems of the Gods
Peter & the Lost boys
Golden Farm
Ultimate Dream Team
Legends of Racing Jumps
Legends of Racing Flats
Humpty Dumpty
Meet the Meerkats
Bonus beans
Jekyll and Hyde
Murder Mystery
Wild Wishes
Jungle trouble
Jurassic Island
Agent Dash
Flick Golf Island
Sugar Rush
NFL Quarterback 2013
NFL Kicker 2013
The Magic Mirror
Thumbelina
Peppa Pig: Basketball
Peppa Pig: The New House
BBC Planet Dinosaur
Ultimate Mortal Kombat 3

Power Snooker
Mr. Potato Head
Photo Face
Petz Pony Beauty Pageant
Phineas and Ferb – Best game ever!
Spongebob Squarepants Bikini bottom 500
Toy Story - Toys On The Move
High School Musical G2
Camp Rock Guitar
Hannah Montana: All in one G2
Hannah Montana: One in a Million
Hannah Montana: Best of Both worlds
Wall-e
Pirates of the Caribbean
Vmigo: Cats
Vmigo: Dogs
Vmigo: Disney Princess
Nursery Rhymes
ATV 3

Education

BA Games Design

University of Teesside

Middlesbrough
Sep 2000 - May 2003

Awarded 1st Class Honours.

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