

Ryan Woods

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SUMMARY

Product-minded game designer and Agile Product Owner with 5 years of experience leading cross-functional feature development for AAA and indie game projects. Experienced owning player-facing systems from concept through release, partnering with engineering, QA, design, and stakeholders to improve engagement, usability, and long-term player retention. Skilled in iterative product development, behavioral analysis, playtesting, roadmap prioritization, and translating player insights into actionable product decisions. Passionate about experiential design and consumer-facing products that drive sustained engagement.

EXPERIENCE

HOUSE OF HOW

Game Designer / Agile Product Owner

Remote
05/2021 – 04/2026

- Led end-to-end development of player-facing gameplay systems across multiple AAA and indie projects, partnering closely with engineering, QA, art, and production teams in Agile development environments.
- Served as Agile Product Owner for combat systems and AI behaviors on an unreleased title based on a major IP, prioritizing backlog items, refining requirements, coordinating sprint goals, and aligning cross-functional stakeholders throughout production.
- Designed and iterated on a card-based combat system centered around social interaction, progression, and long-term player engagement.
- Spearheaded the first externally developed UGC levels for Battlefield 6 Portal Mode in collaboration with Ripple Effect Games, contributing to player engagement initiatives within a live-service ecosystem.
- Led playtesting initiatives and synthesized qualitative player feedback to identify friction points, improve on-boarding clarity, and refine gameplay systems under aggressive production timelines.
- Collaborated with QA and engineering teams to prioritize bugs, usability concerns, and feature improvements using Agile workflows and Azure DevOps.
- Built spreadsheet-driven gameplay balancing models and progression frameworks for collectible card game systems, supporting data-informed iteration and rapid prototyping.
- Identified tooling limitations and workflow inefficiencies, documenting user pain points and communicating feature recommendations directly with external clients and stakeholders.
- Maintained and optimized Azure DevOps YAML pipelines supporting automated content generation workflows for client deliverables.
- Designed large-scale progression and exploration experiences for an unannounced DLC expansion, balancing pacing, challenge curves, and long-session player engagement.

OFFLINE DIGITAL LLC

Game Development Freelancer

Charlotte, NC
01/2024 – PRESENT

- Designed and developed an original hybrid combat system blending deckbuilding and JRPG mechanics, emphasizing player choice, progression, and replayability.
- Created gameplay progression loops and economy systems focused on sustaining long-term player engagement and rewarding continued play.
- Conducted iterative prototyping and balancing using spreadsheets, playtesting feedback, and systems analysis to refine user experience.
- Documented feature specifications, gameplay flows, and systems requirements using Obsidian and annotated design documentation.
- Developed gameplay systems and scripted custom interactions in Godot, including enemy behaviors, player abilities, and level interactions.
- Experimented extensively with local LLM-assisted workflows to accelerated iteration, improve documentation, and streamline development processes across distributed systems.

SKILLS

LLM Workflows, Claude Code, Product Documentation, Azure DevOps, C#, C, C++, Human Centered Design, User Research, Python, Pitch Deck Creation and Presentation, Agile Development & Sprint Planning, Tableau, SQL, Cross-Functional Collaboration, Process Improvement, QA Collaboration & Workflow Optimization

EDUCATION

DIGIPEN INSTITUTE OF TECHNOLOGY

Redmond, WA

Bachelor of Arts in Game Design

Minor in Psychology

2017 – 2021

ADDITIONAL INFORMATION

- **Certifications:** Data Visualization with Tableau
- **Game Jam Submissions:** Downsizer (Ludum Dare 54), Downwhale (Ludum Dare 48)