

Aun Taraseina

🔍 Objective : To use my 18 years of experience in the game industry and challenge myself to help create the next big thing.

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Chiangmai Thailand 50200

Experience

Chief Executive Officer

Gamefi Revolution Co., Ltd. • Dec 2021- Present

- Consulting service for game companies working on Gamefi games.

Chief Operating Officer

Kiragames Co., Ltd. • Feb 2011 - Dec 2018

- Responsible for marketing strategies plan, business development, negotiating Kiragames's business deals, and supervising all the teams within the company. I was able to increase revenue by more than **400%** to surpass a total of **1.5** million USD annually.
- Sought out new partners and established Kiragames intellectual property in Japan, Korea, China, and around the world.

Google Developer Expert (Marketing)

Google • Jan 2016 - Jan 2019

- A regular speaker for Google and Thai's IT sector on marketing.
- Mentor startups and IT companies on marketing strategies.

Thailand Game Software Industry Association

Committee Member • Jan 2016 - Jan 2019

- Assist in plans to push Thailand as a hub for game development.

Chief Executive Officer

Mayan Software • Jan 2010 - Jan 2011

- Work with clients from the US and the UK primary on contract game development work.

Lead Game Developer

Creative Kingdom • Jan 2008 - Dec 2009

- Led a small team of 5 developers creating games to accompany Creative Kingdom's television animated series.

Game Development Instructor

Software Promotion Agency of Thailand • Jan 2008 - Dec 2009

- Create curriculums and teach game development to undergraduate students using open source tools such as Python and Blender 3d.

Game Developer

Chiangmai Digital Works • Jan 2004 - Dec 2007

Education

Chiangmai University

School of Economics • 2000 - 2004

- Second Honored.
- Highest Entry score.
- Awarded with Academic Distinction Award.

Strength

- **Analytical:** I created a new business model for our game using data analysis of our users that increases our game revenue and popularity. It was later featured as a case study by Google
- **Strategic Planner:** After expanding our game globally, I focus our strategy on partnership in domestic publishing and brands to strategically expand our intellectual property.
- **Team leader:** I build Kiragames from the ground up from 4 to 17 developers. Making it at one time the most established and successful game developer in SEA.
- **Excellent verbal communication:** I have more than **30** public speaking events both internationally and locally. I can speak fluently in English and Thai.
- **Programming:** Skilled in C++, C, Python and Java
- **Goal oriented**
- Invited to be a "Google Developer Expert" (GDE) on Marketing from Google to educate other companies about marketing and game development.
- **Avid Gamer** : 2nd place in StarcraftII-WESG 2020-Thailand region