

Shane Breedveld

PRODUCER | Features, World & Art

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PROFILE

I'm a game producer with six years of experience, including four in AAA production at Massive Entertainment. My hands-on design background helps me discuss quality and dependencies with developers and plan delivery around stakeholder expectations.

PROFESSIONAL EXPERIENCE

Associate Producer — The Division 2

Apr 2025 – Present

Massive Entertainment / Ubisoft · Sweden · Team of 40

- Managing production for Character Art and Vanity across live seasonal content and DLC, with live releases every three to four weeks.
- Growing and structuring the team, establishing clear ownership and a lead structure. Managing eight people, including a junior producer, and supporting leads as their responsibilities grow.
- Using a cost-per-asset model I developed to connect production time, financial cost and capacity, make staffing and outsourcing partner decisions, and plan seasonal scope against time, budget and quality requirements, with director visibility and buy-in for higher-level decisions.
- Managing outsourcing briefs, scope and budget validation, and weekly delivery reviews; coordinating creative reviews and approvals with leads and directors.
- Reporting delivery progress, asset costs and planning changes to business, creative and production directors.
- Planning seasonal releases around submission and certification requirements.

Project Manager — Star Wars Outlaws

Aug 2022 – Apr 2025

Massive Entertainment / Ubisoft · Sweden · Features group of ~30

- Owned production for several teams within Features, spanning gameplay and systems work across design, animation and programming.
- Built and improved production pipelines with leads, producers and directors, coordinating cross-discipline input and dependencies from proposed designs and prototypes through final feature delivery.
- Coordinated the redesign of three connected progression systems, managing dependencies and raising scope trade-offs with directors to meet the August 2024 base-game launch.
- Owned production for a substantial share of gameplay features across live updates and the A Pirate's Fortune DLC, handling parallel production tracks and their competing demands on team capacity.
- Prioritised feedback by urgency and impact and organised daily tests and reviews with directors and leads, helping the team move into polish and bug fixing and ship a redesigned system on its intended date.
- Owned sprint and Scrum processes, milestone and backlog planning in Jira.
- Held one-to-ones with leads and mentored a junior producer during DLC development.

PRODUCTION

- Game and live production
- DLC delivery
- Scope and capacity planning
- Budget and cost modelling
- Lead development
- People management
- Team building
- Risk management
- Agile / Scrum
- Stakeholder coordination
- Outsourcing
- Release planning

TOOLS

Jira · Perforce · Confluence ·
Miro · Steamworks · Excel ·
PowerPoint · Unreal Engine

EDUCATION

BSc Creative Media & Game
Technologies

Breda University of Applied
Sciences
Production specialisation
2019–2022

LANGUAGES

Dutch — Native
English — Fluent
Swedish — Fluent

EARLIER PRODUCTION EXPERIENCE

Producer — Alien Removal Division

Sep 2021 – Jul 2022

Breda University of Applied Sciences · Student project · 25 + 5 outsourced

- Sole producer on the student project; the team shipped Alien Removal Division on Steam on schedule after 32 weeks.
- Led the team to a successful Steam launch, with the game going on to exceed 200,000 downloads and receive 88% positive user reviews.
- Turned shared plans into actionable weekly work through sprint planning, clear priorities and asset tracking.
- Adapted a personal risk log for team use, assigning owners and tracking impact and probability. Used velocity to match scope to capacity.
- Provided creative direction, ran playtests and contributed lighting and polish alongside production.

Creative Director & Producer — Gob: A Tale of Greed

Project: Aug 2020 – Mar 2022

Urcham Entertainment · Founder, Aug 2020 – Dec 2021 · Team of 16

- Founded Urcham Entertainment during my studies, recruited team members and built the team to develop Gob. Set the creative direction and led the team through delivery of a tech demo within a tight budget.
- Defined scope, organisation, budget, reporting and controls in a project initiation document; agreed the schedule and weekly commitments with the team.
- Translated the plan into weekly work and deliverables, using risk and work logs to track progress and velocity and guide content cuts.
- Established the community management structure and plan.