JIM LING

EXECUTIVE PRODUCER

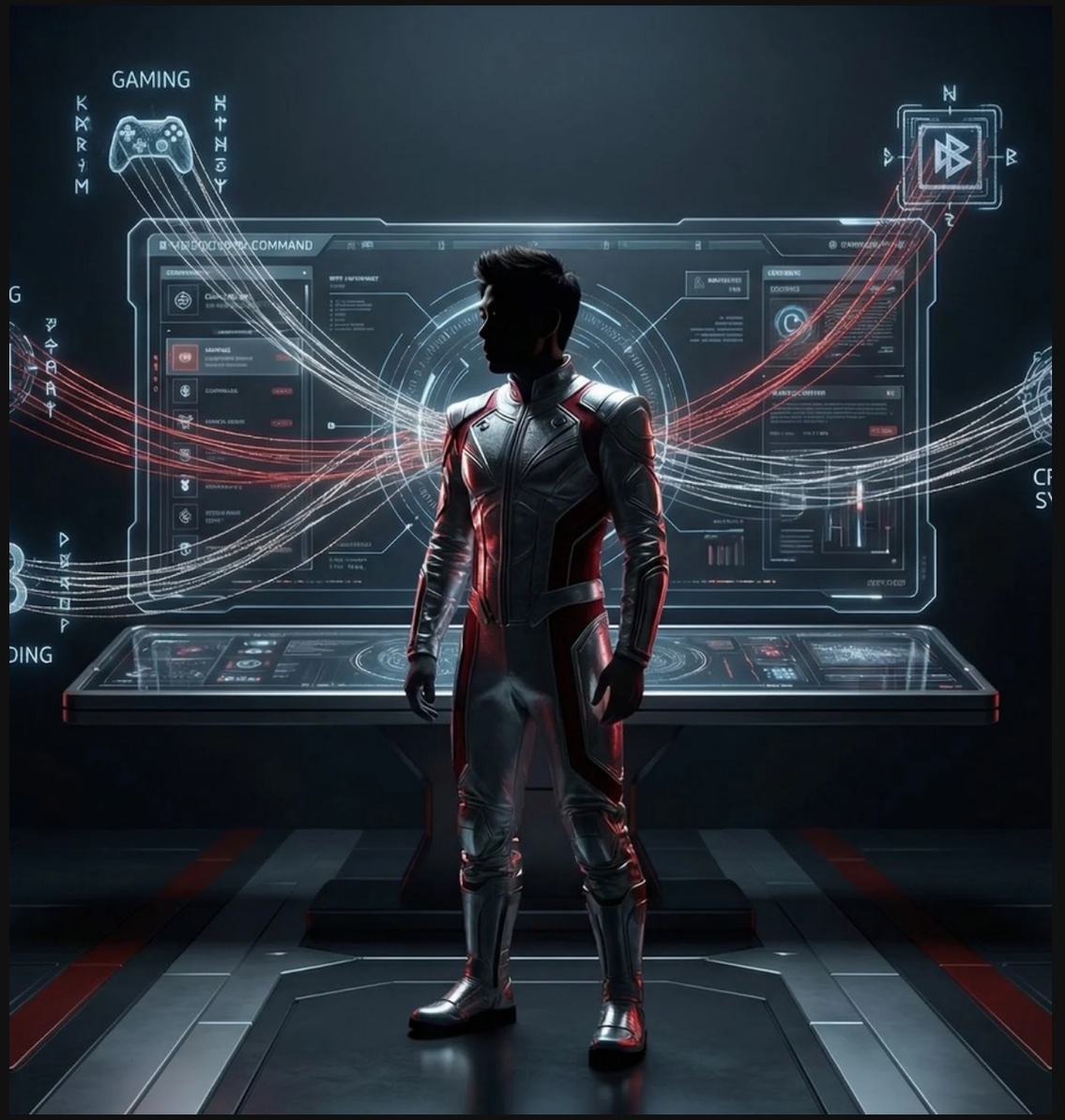
PRODUCT & STUDIO LEADERSHIP

I build games, teams and original IP.

Creative vision, product judgement and the teams and systems that turn ambition into delivered work.

Singapore / Global conversations

dreadjim.tech



Build the direction. Build the capability.

A founder and creative/product leader with a hands-on understanding of the craft.

I help studios build a new brand, strengthen an existing portfolio and create distinctive games within real production constraints. My next direction is CCO-level leadership across creative vision, products and teams.

Year 1: prototyping / Year 2: 40+ ALIZE releases, including LITE / Year 3: 23 Superbull releases before departure.

20+
Years across art, games and creative production

60+
Titles released over three years across ALIZE / Superbull

200+
Client projects delivered through Lionheart

650+
Artists mentored across educational roles

Leadership scope: a 20+ person multinational team at Vanguard; senior direction through leads across 60-80 people globally. These are distinct scopes, not direct-report totals.

03 BUILD A STUDIO

04 BUILD THE DELIVERY SYSTEM

05-09 COMMERCIAL GAMES & IP

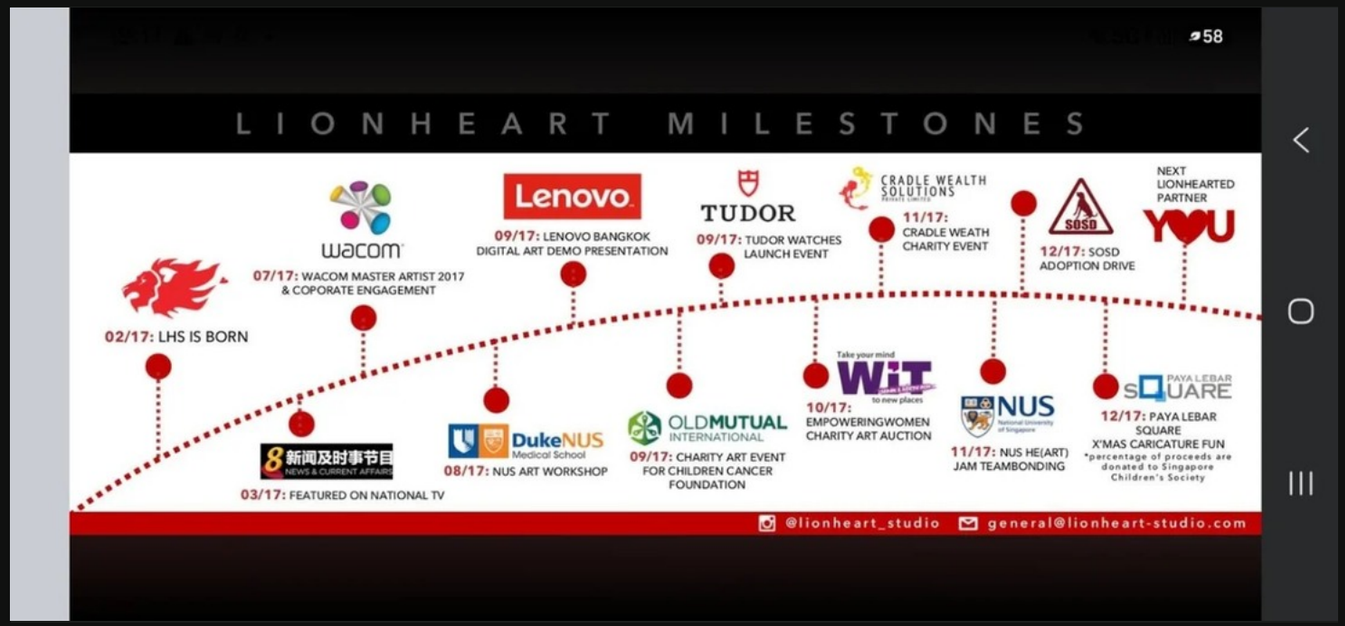
10-12 INDEPENDENT GAMES & PROTOTYPES

13-15 AUDIENCE, CRAFT & AI

16 CONTACT & FULL CASE STUDIES

From creative practice to studio acquisition.

Founded 2017. Acquired by EASB within five years.



WACOM RECOGNITION / SINGAPORE 2017

Ultimate Wacom Master Artist Singapore recognition helped establish the credibility and momentum behind Lionheart. The studio connected creative services, education partnerships and live experiences.

BUSINESS RESPONSIBILITY

Built the team, client relationships, service offerings and delivery standards behind a working creative business.

DELIVERY

200+ studio projects for clients including Facebook, Google, Lenovo, Wacom, Tudor and Genting.

Read the studio leadership case

Historical studio collateral / client engagements, not endorsements.

Develop leaders. Share responsibility.

Production practices developed across ALIZE and the team's later evolution into Superbull.

01 / SHARED FOUNDATIONS

A lean creative team faced an early batch of four to six titles on a short schedule. We reused UI/UX and engine foundations while keeping each game's characters, setting and presentation distinctive.

02 / PROJECT PODS

As the work grew, I organised small project pods. Emerging leads coordinated directly with Vietnam-based artists and developers, spreading responsibility beyond one central communication point.

03 / LEADERSHIP CAPACITY

One-to-ones, shadowing, presentations and opportunities to lead team discussions helped develop broader leadership capability. Over roughly three years, I prepared a successor to take over creative direction.

My planning goal: sustain delivery through foresight, clear responsibilities and early problem-solving, without depending on routine overtime.

Explore the production and leadership decisions

A character. A brand. A product portfolio.

Head of Creative & Product Direction / Lead Creative Director. 20+ person multinational team.



THE CHALLENGE

Give an unfamiliar studio brand an identity and a lineup worth remembering.

MY DECISION

Develop a distinctive bull mascot and connected product world spanning games, operator pitches and marketing materials. Vary the degree of innovation to match the opportunity and resources.

FROM DIRECTION TO DELIVERY

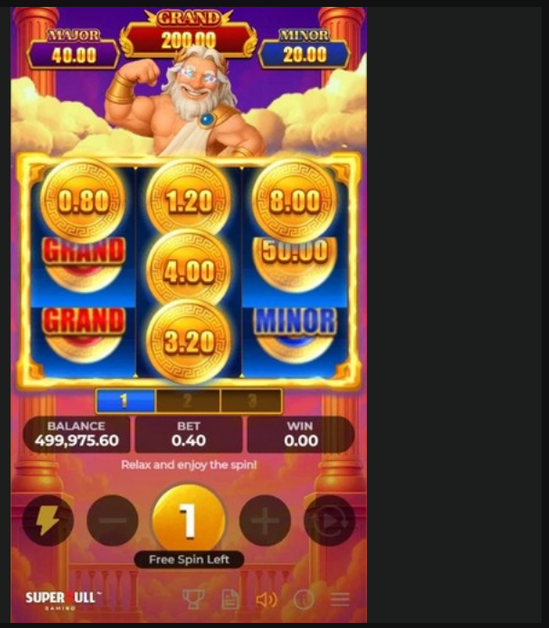
Shape and rewrite concepts, assess portfolio fit and secure approval. Direct work through creative and technical leads across Singapore and Vietnam, with China-based members.

I coined Spectator Play and Active Resolution to communicate how characters, movement and feedback present the experience. Presentation remains faithful to each game's rules and outcome model.

Full Superbull case and running-game captures

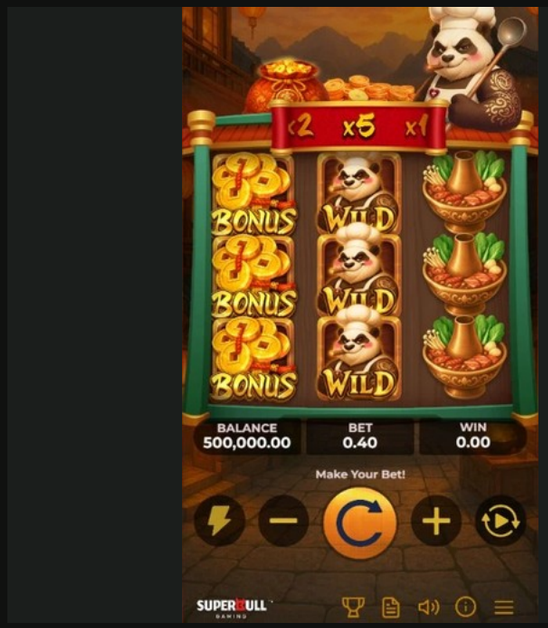
Make the character matter to the experience.

Selected concept and direction work developed with the creative lead and wider team.



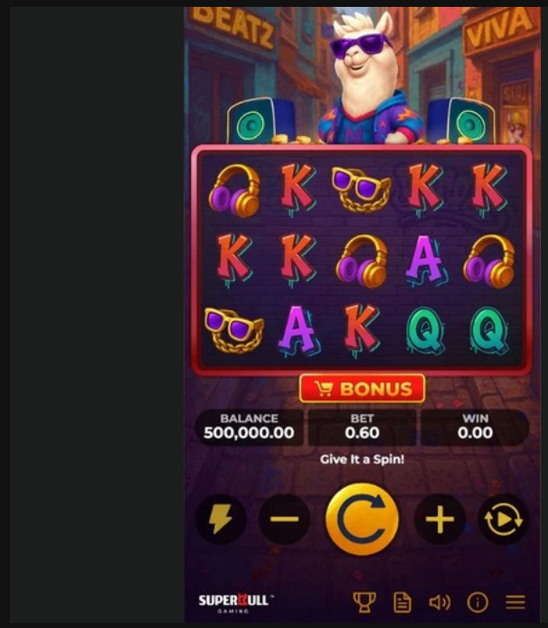
ZAPPIN ZEUS

Playful celebration becomes fierce, lightning-charged power in the bonus presentation. The contrast gives a familiar god a distinctive personality.



LUCKY PANDA CHEF

A tattooed former gangster who has retired into cooking. An unexpected past creates material for character design, animation and the culinary setting.



SUPER NIMA

Cross-cultural alpaca humour meets hip-hop and DJ culture. A street-to-superstar journey gives the visual direction a character arc.

See the delivered titles and role context

One product family. Distinct creative identities.

Lead Creative Director & Product Strategist. Hands-on execution, team development and final creative review.



FLAGSHIP

Original world, cast, story and cinematic progression.

ORIGINALS

Earlier concepts and first-wave games, including existing ALIZE characters.

MULTIVERSE

Room for other fictional worlds and inspirations. Dark Reels sits here, outside ALIZE's own universe.

LITE

Seven compact formats connected through a shared product identity.

SiGMA Asia Best Slot Provider Newcomer 2024 AWARDS

I reframed a familiar themed brief into an original world, then connected the creative ambition with mechanics, maths, priorities and production alignment.

SiGMA Asia 2024 / Best Slot Provider Newcomer / organisational recognition.

An RPG journey, built into a slot.

Creative question: what could a Diablo-inspired experience feel like within a reel-based game?





THE PRODUCT CHALLENGE

Make the maths, game flow and visual storytelling work as one. The team connected creature encounters to bonus spins, larger monsters to the boss-stage free-spin feature, and defeated creatures to a bestiary.

THE EXPERIENCE

Story, collection and RPG nostalgia give the repeated spin a wider context. Progression and rewards remain governed by the slot's probability-driven rules.

EXTEND THE FOUNDATION / KNIFE'S BATTLEFIELD

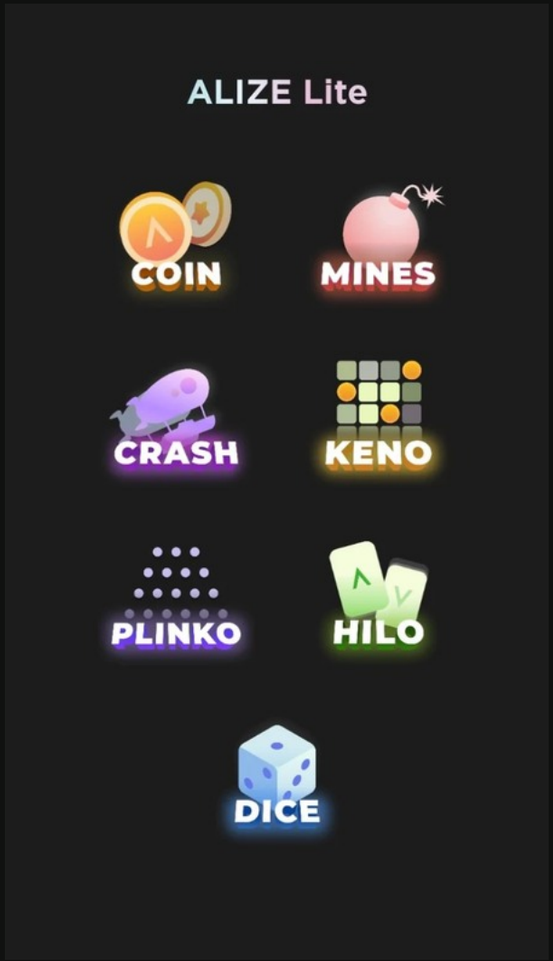
Reuse the Dark Reels engine for a conquest-led journey featuring Knave from ALIZE's world. A shared production foundation supports a new identity; the fictional worlds remain distinct.

Dark Reels: the full design story

Knife's Battlefield: reuse and product-family strategy

Seven familiar formats. One product family.

Coin / Mines / Crash / Keno / Plinko / HiLo / Dice



PRODUCT THINKING

Keep the formats immediately recognisable while giving the family a consistent character, visual language and player experience.

MY CONTRIBUTION

World identity, product framing, gameplay direction and production alignment, with hands-on creative execution and delegated work through the creative director and team.

RANGE WITHIN THE PORTFOLIO

The work spans character-led slots, narrative worlds and compact chance formats. Familiar rules create a foundation for considered presentation and clear player feedback.

Explore ALIZE formats and product context

ReForged: Eden's Fall

Tactical RPG / squad composition / commander timing / character-collection vision



CONCEPT ART / WORLD & CHARACTER DIRECTION

Build a squad, read the opposing formation and choose when to intervene. Factions, roles and signature abilities connect character identity with tactical choices.



ACTUAL UNITY PROTOTYPE CAPTURE

Original concept, game/product design and creative direction, using AI-assisted development. The inspected prototype shows roster selection, formation and live squad combat; wider mobile/gacha progression remains in development.

Explore the playable foundation and design roadmap

Sons of Heaven / Forbidden Codex

Choose a Watcher. Muster a host. Bind the Rites you will bring into battle.



CONCEPT ART / ORIGINAL MYTHIC WORLD

Translate a dark-mythic codex into commanders, armies, resource choices and real-time battles. The limited host and Rite deck make world-building part of the player's decisions.



ACTUAL STRATEGY PROTOTYPE CAPTURE

Original IP, creative/game direction, research, product framing and AI-assisted prototyping. Battle and campaign work are in development; the full roguelite vision is a longer-term direction.

Explore the world, systems and prototype captures

Make the idea tangible. Test the experience.

Development studies across browser and Unity. Open each project for actual captures and maturity context.



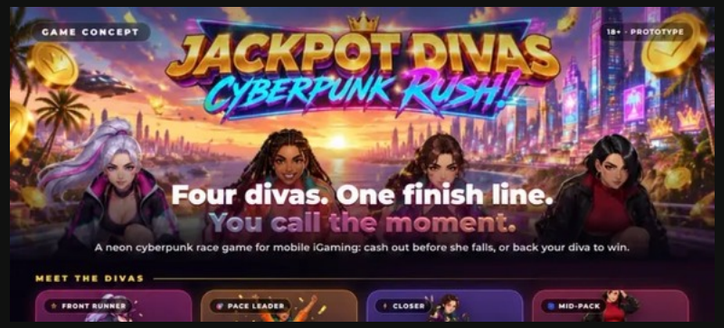
FLYING FORTUNE

Flying-pig action and reward presentation.



NEON ANGLERS

Fishing encounters and catch progression.



JACKPOT DIVAS

Character-led racing prototype direction.



CITY FLIP

Concept artwork and world direction.



LUCKY WORLD

Unity casino-salon demo and atmosphere.



RONIN NIGHTS

Mobile pachinko cabinet and character beats.

Concepts and prototypes / no claim of certified commercial release or measured market performance.

Make a world. See what connects.

AI K-pop / virtual characters / music / short-form audience experiments



870K+

Combined TikTok and Instagram views on one cross-posted clip.

THE EXPERIMENT

An expanding fictional cast, music and visual storytelling shaped around culture and audience response. Independent creative direction using AI-assisted media production.

THE EVIDENCE

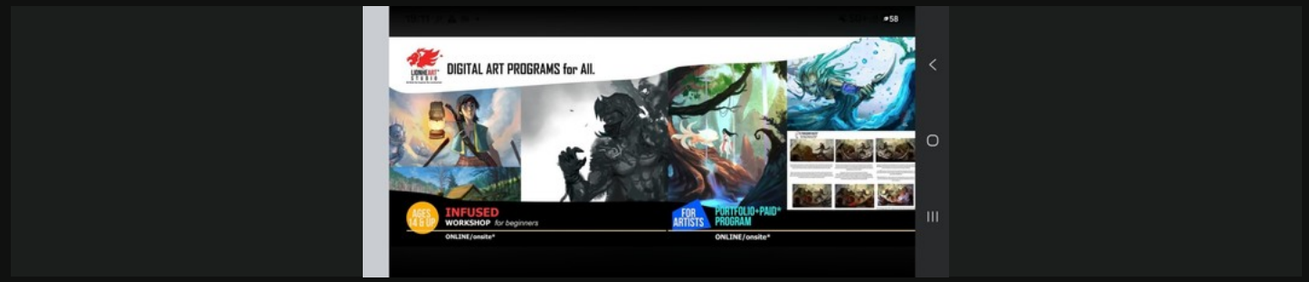
TikTok: 500.7K public views. Instagram: 372K views, 20K likes and 3,120 saves, supplied by the creator. October 2026 snapshot. Combined platform views can include repeat viewers.

Read the experiment and evidence context

An eye developed through decades of delivery.

Illustration, concept art and entertainment assets. A foundation for audience understanding and creative judgement.





Selected visual study above / historical studio and education material below.

CLIENT & AUDIENCE UNDERSTANDING

Years of client work taught me to interpret a brief, understand the intended audience and create images and characters that communicate. Lionheart's 200+ projects form part of that studio record.

EDUCATION & TALENT

Founded an EASB creative technology and game-design department, contributed to MAGES programme development and mentored 650+ artists across educational roles.

Explore the creative foundation

More creative ground. Deliberate human judgement.

AI-assisted exploration supported by clear direction, practical reviews and a team that can deliver.

01 / FRAME

Define the audience, product opportunity and production constraints.

02 / EXPLORE

Coach artists to generate variations, curate options and explain their choices.

03 / APPROVE

Review concepts, incorporate stakeholder feedback and establish the production direction.

04 / DELIVER

Develop assets and animation alongside programmers; coordinate directly through project leads.

SOUL. EYE. LOGIC.

Connect the idea, the experience and the production system. Creative selection, quality decisions and the player promise remain human responsibilities.

A PERSONAL PHILOSOPHY

Faith in God, BaZi and Five Elements inform how I reflect on purpose, balance and complementary strengths. Player evidence, commercial judgement and delivery results test my thinking.

Read the production and leadership approach

WHAT ARE WE BUILDING?

A game. An IP. A team with a bigger ambition.

Executive production, product direction and studio leadership. Open to conversations in Singapore, APAC and globally.

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dreadjim.tech / full case studies

Jim Ling / Dreadjim

