David Crane
Curriculum Vitae and Product Portfolio
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EMPLOYMENT HISTORY

December, 1995 to September, 2009 **FOUNDER AND CHIEF TECHNOLOGY OFFICER, SKYWORKS INTERACTIVE, INC.** Acquisition and management of any technology that impacts the development of interactive entertainment. Also programming and/or design of over one third of the Advergames under license agreements to Skyworks' clients.

December, 1988 to September, 1995 **VICE PRESIDENT, ADVANCED RESEARCH AND DEVELOPMENT, ABSOLUTE ENTERTAINMENT.** As V. P., Advanced Research and Development, kept abreast of the latest technologies as they applied to Interactive Entertainment. As an award winning game designer, time was also spent designing and/or managing the development of products, implementing solutions to unique technical problems, and satisfying the needs of licensors.

September, 1987 to December, 1988 **DIRECTOR OF TECHNOLOGY, HASBRO ELECTRONICS.** Participated in the creation and engineering of the first consumer Interactive Video Player (known as the Nemo or Isix device). Designed a portion of a custom video display integrated circuit. Served as technology expert for parent company Hasbro Toys.

October, 1979 to April, 1987 **FOUNDER AND SENIOR GAME DESIGNER, ACTIVISION INC.** Founder of the first third-party video game cartridge publisher. Built a product line which took the company from start-up to over $200 million in three years. Designed and programmed many award winning games, including Pitfall! which earned the company over $50 million in wholesale revenues.

September, 1977 to September, 1979 **VIDEO GAME DESIGNER, ATARI INC.** Designed early video game cartridges for Atari's 2600 Video Computer System. Developed display techniques which exceeded the expectations of the system's designers. Accounted for $15 million of the company's 1978 revenues.

June, 1975 to September, 1977 **ASSOCIATE ENGINEER, NATIONAL SEMICONDUCTOR.** Worked in the Linear Integrated Circuit design group developing analog and analog to digital circuits. Designed a custom, microprocessor based circuit tester which automated the analysis of IC's at the engineering level.

EDUCATION

1972-1975 **DEVRY INSTITUTE OF TECHNOLOGY, PHOENIX, AZ.** Bachelor's Degree in Electronic Engineering Technology, specializing in hands-on design and engineering. Completed full four year degree in 33 months through advancement testing and summer quarters.

PROFESSIONAL ACHIEVEMENTS

1975 to Present
- Designed or co-designed more than 75 entertainment products
- Product revenues in excess of $400 million retail
- Dozens of industry awards, including Designer of the Year, Parent's Choice, and prestigious 2003 Game Developer Choice Award for contribution to the field
- Several games with unit sales over 1,000,000
- Profiled in national press, including Forbes and Newsweek
- Pitfall! game was so popular that it spawned a Saturday morning cartoon show
- Produced hit products with sales throughout the US, Europe, and Japan
- Author of US Patent #4,644,495 for an improved Video Memory System
- Appeared in multiple volumes of *Who's Who in Consumer Electronics*

CRITICAL ACCLAIM

David Crane was a founding member of this key company (Activision), and was responsible for many of the huge classics on the system, including Pitfall!™, The Activision Decathlon™, and the system's most advanced game ever: Pitfall II™.

- IGN Insider

David Crane is one of the most successful designers of entertainment software in the world. His award winning video games, led by Pitfall!™, Ghostbusters™, A Boy and His Blob™, and Amazing Tennis™ are acknowledged as some of the most innovative and popular in the interactive entertainment industry.

- Classic Gaming Expo

David Crane is one of the most talented and successful software and hardware designers of all time! An Atari programmer, co-founder of Activision, and generally known for creating the wildly popular '82 game of the year, Pitfall!™

- GoodDealGames.com

Crane, a virtual Berlitz academy of computer languages, is also a genius in the Hollywood sense. His games are the nearest things to sure hits in the industry.

- TWA Ambassador Magazine

… one of the best games of it's time... Pitfall!™
- G4 Videogame TV

Pitfall II™ is a well-conceived adventure, and probably the most technically superior Atari 2600 cartridge ever produced.

- VideogameCritic.net

Notorious designer David Crane's A Boy and His Blob™ one of the more bizarre games on the Nintendo Entertainment System™… Without the blob, the boy certainly would have been lost, since there was little he could do without using some aspect of the blob's form… Only together could they make beautiful music.

- Gamespot.com features

IGN's Top 100 Game Creators
(On the list as #12 of all time)

12. David Crane

Not a lot of people on our list can claim to have propped up a company all by their lonesome, but David Crane comes awfully close. One of the core founding members of Activision, Crane helped define some of the company's earlier efforts with games like Pitfall!, Decathlon, Ghostbusters (a particularly great effort considering most licensed games — especially in the earlier days of the industry — were terrible to the point of almost causing it to cave in on itself) and Little Computer People (arguably the first modern digital pet).

The wealth of creative juices that poured from Crane's brain was in many ways the basis of Activision's success as a software publisher in the early '80s. Even after leaving Activision (which Crane co-founded with Alan Miller, who he met while at Atari), Larry Kaplan, Jim Levy and Bob Whitehead, he continued to be a fount of innovative energy, eventually getting title billing on the brilliant A Boy and His Blob from Absolute Entertainment. The NES title would eventually become one of Absolute's most well-remembered titles, and helped solidify Crane's position as not only a co-founder of the development house (formed after he and Dan and Garry Kitchen left Activision), but a driving force in their development efforts.

In 1995, Crane and Garry Kitchen left to form yet another development house, Skyworks Technologies (which was later renamed Skyworks Interactive). Skyworks counts among its current projects a handful of iPhone apps and the advergame.com service, which powers a handful of sites carrying branded versions of casual games for sites like Lifesavers' Candystand.com and ESPN Arcade.

Notable Games
Pitfall! (1982)
Decathlon (1983)
Ghostbusters (1984)
Little Computer People (1985)
A Boy and His Blob (1989)
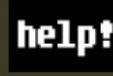
69 diggs digg it   ◄ PREVIOUS : NEXT ►

VIDEO FEATURES

POW — **Top 100 Kick-Off**
IGN begins its countdown of the top 100 game creators of all time.

Humble Beginnings
From basements to billions.

help! — **Industry Advice**
Top game creators share their tips on getting started.

Games or Art?
Major developers debate the eternal question — are games art?

Evolution of Gaming
The impact of the Wii, PC development, and Gin and Tonics.

#1 — **Top 10 Game Creators Revealed**
Industry leaders share their love for the legends. Who is #1?