

Shane Breedveld

PRODUCER | Features, World & Art

Malmö, Sweden | Open to relocation

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PROFILE

Producer with six years of experience, including four in AAA game production at Massive Entertainment. I lead cross-discipline Features, World and Art teams of thirty to forty people, own scope and cost decisions, and keep quality and player experience as the deciding factors. I came into production from making games myself, and that background still shapes how I lead: I trust teams with the craft and stay genuinely invested in what we ship.

EXPERIENCE

Associate Producer - The Division 2

Apr 2025 - Present

Massive Entertainment / Ubisoft, Sweden · 40 people

- Lead production for Character Art and Vanity across live seasonal content and DLC, with live releases every three to four weeks.
- Scaled and structured the team with clear owners per area. Manage eight people, including a more junior producer, and own capacity planning.
- Built a cost-per-asset model connecting production time, financial cost and capacity to inform staffing and seasonal scope while protecting quality.
- Own briefing, scope and budget validation, and creative approvals for an outsourcing team reporting to me weekly.
- Report to business, creative and production directors on deliveries, asset costs and planning shifts, and run weekly stakeholder reviews and concept validations.
- Plan seasonal releases around submission and certification requirements.

Project Manager - Star Wars Outlaws

Aug 2022 - Apr 2025

Massive Entertainment / Ubisoft, Sweden · ~30 people

- Dedicated producer for a Features Team spanning gameplay and systems work, across design, animation and programming.
- Coordinated a redesign of three progression systems, managing dependencies and raising scope trade-offs with directors to meet the August 2024 launch.
- Owned production for a substantial share of gameplay features across live updates and A Pirate's Fortune, coordinating the approximately 30-person Features Team.
- Owned agile sprint and Scrum processes, milestone and backlog planning in Jira, and interdisciplinary dependencies; ran 1-on-1s with leads and mentored a producer outside my reporting line during DLC development.

Producer - Alien Removal Division

Sep 2021 - Jul 2022

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

- Sole producer on a student project shipped on Steam in 32 weeks. Established sprint planning and asset tracking, adapted a personal risk log for team use, and contributed polish and lighting.
- Tracked velocity to match scope to capacity and kept the team aligned on the creative direction.

PRODUCTION

AAA and live production
DLC and feature delivery
Scope and capacity planning
Budget and cost modelling
People management
Team structuring
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 specialization
2019-2023

LANGUAGES

Dutch (native)
English
Swedish

SELECTED PROJECTS

The Division 2 (Live)
Star Wars Outlaws
A Pirate's Fortune
Alien Removal Division