Bruno Lanzarotti

Game Producer · Founder, Firecast Studio · Production Mentor

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Game producer with twelve years running an independent studio. Shipped Sword Legacy: Omen, a tactical RPG published by Team17 (first Latin American title on the label): 305K+ downloads, US$160K revenue, 5 international awards. Today producing Folklash and mentoring studios on production, scope and publisher readiness.

EXPERIENCE

Production Mentor · Playbor — 2026 – present

- Rebuilt the production process of 3 independent studios: 3 pipelines redesigned and 3 MVPs defined, through scope diagnostics and objective go/no-go criteria in pre-production.
- Prepared the same 3 studios for negotiations with global publishers and investors: pitch decks, negotiation rehearsal and commercial viability reviews.

Founder / Producer · Firecast Studio — 2013 – present

- Shipped Sword Legacy: Omen (Team17): 305K+ downloads, US$160K revenue, 5 international awards, leading a 10-person cross-functional team from concept to launch.
- Diversified revenue beyond games with 2 enterprise projects in gamification and automation, using the same production pipeline.
- Kept the studio operating for 12 years in a high-churn market. Currently producing Folklash, selected for the Brazil Games Accelerator.

Business Mentor · Hacking Rio — 2018

- Mentored startups and tech founders on business development and growth.

Founder / Producer · Beegames — 2009 – 2012

- Built a game studio from scratch: 5 published titles in 3 years, team scaled to 17.

Owner / UX-UI Designer / Producer · Mobee — 2010 – 2011

- Delivered 5 mobile apps for national brands and events, including the official apps for Copa América, Copa do Brasil 2011 and SWU 2011.

Designer · CopacabanaBrasil · Freelance · Detrup Design — 2000 – 2009

- Art direction, branding and visual communication for corporate clients.

EDUCATION AND CERTIFICATION

- Animation and Interactive Technologies (specialization), Infnet
- Graphic Design studies, PUC-Rio
- Certified Scrum Master

LANGUAGES

Portuguese (native) · English (professional)

SKILLS

Game production · Scope and roadmap · Agile (Scrum) · Publisher and investor pitches · Game design (tactical RPG, card games) · UX/UI · Team leadership

RECOGNITION

Sword Legacy: Omen · Best Game, IndieX (Lisboa Games Week 2018) · Best Game, LeBlanc Awards · Best Narrative, SBGames 2016 · Finalist, SXSW Gamer's Voice 2019 · Nominee, BIG Festival and Indie Prize Europe