How to Succeed at Failing Without Really Trying

Ashley Zeldin
Creative Director, Adorkable Games
All of us here in this room have failed.
consider concepts
implement ideas
follow feedback
fix failures
improve ideas
pledge to talk about your failures
pledge to talk about your failures
what you learnt what kept you going
Independent games space problem has a failure with facade the
talking only about success creates unrealistic expectations
small failures seem magnified resulting in demotivation
I want you to combat survivor bias.
independent developer in LA
“fun” “fast-paced” “new life”
failure
we didn’t promote our game

thanks to introversion & impostor syndrome
Two-Faced – Facing Equality One Block at a Time

RYAN NOBLE on March 20, 2014 at 6:15 pm

Since becoming the editor of IGM’s mobile content, I’ve played more matching games than I can match with mobile devices that I own, and what never fails to amaze me is how different the developers manage to make each game. With Two-Faced, the two developers of Adorkable Games – partnered both in game development and life – have managed to keep me in awe of their own vision.

Two-Faced takes the well-known formula of matching up blocks of the same color, and slides it in a new direction. Instead of having a fixed game space, with blocks firmly held in their positions as new blocks...
2 years + $30,000 = 0
it was all we could do to finish
finishing was difficult
The first 90% of the code accounts for 90% of the development time.

The remaining 10% of the code accounts for the other 90% of the development time.

-Tom Cargill
The first 90% of the code accounts for the first 90% of the development time. The remaining 10% of the code accounts for the other 10% of the development time.

-Tom Cargill

Ashley Zeldin
demotivation

distraction
hope to follow their example and prevail
less experience
fewer resources
no exposure
I felt like it was a reflection on me.
The Ashley Award
of Ashley

This award is presented to Ashley Golden for being one of the most incredible women, mentors, friends, advocates, game developers, and humans in the indie world. Thank you for everything you do and for changing the lives of so many for the better.

Most Valuable Ashley Award
2013

For excellence in providing friendship and support while we try to figure out what the hell we’re going to do with our lives, hug it out, and being the only person who will tell you when your business cards are parking you as well. Get out.
alternate indicators of success
worthless
worthwhile
I could describe myself as successful.
INDEPENDENT GAMES SUMMIT
MARCH 2-6, 2015  GOCONF.COM

WOMEN IN GAMING

NOMINEES:

Ambassador Award
This award recognizes the woman who has helped advance the gaming industry as a whole, making it a better industry to be part of in unique ways, and also extending beyond the industry as an advocate for gaming.

ANGELA KANDRIS | Co-Founder | Sumo Digital
CARRIE DAVIES | Project Director | Sony Interactive Entertainment
KIMBERLY HAYNES | Senior Director | Microsoft Studios
TRACY GILBERTSON | Chair of the Interactive Media Division | USC School of Cinematic Arts
SHEIKHAB REJAT | Studio Director | Media Molecule

Innovator Award
This award recognizes the woman who has demonstrated breakthrough innovation in her work in the areas of game design, technology, visual arts, or narrative.

HAILEY GLADNER | Game Designer | Perfect Dark
NELSON LACEDA | President | Bigup Inc.
ROBYN JUKON | Game Designer/Producer | Firestorm
SUMIT DAS | Director of User Experience | KIEYE

Rising Star Award
This award recognizes the woman who has made the most impact in her less than two years in the industry, demonstrating rapid advancement in work, responsibility, and results.

ANNAN TITO | Junior Gameplay Engineer | KIEYE
SOPHIA ZORN | Co-Producer, Developer | Adorable Games
REBECCA MERSHANK | Game Designer | Schell Games
MANISHA SETHI | Game Creator | Shatruh Creation

Lifetime Achievement Award
This award recognizes a woman who has made significant contributions over the whole of her career, in addition to single contributions.

ANTHONY RYAN | Senior Manager | Pix Studio
ELENA ROMERO | Game Designer, Co-Founder | Loot Drop, Inc.
HERALD SANDBERG | Head of Developer Relations | Bungie
LIFELONG CONTRIBUTIONS | CEO | Pigment
KARELLE DE LA ROUE | Senior Design Advisor | Schell Games

A very special thank you to:
Fellowship: Anne Kepes, Jesse McGovern, Anne Hindsley, Kim Bidwell, Colleen Marklin

WOMEN IN GAMING

PRESENTED BY

XBOX

NOMINEES

Rising Star Award
This award recognizes the woman who has made the most impact in her less than two years in the industry, demonstrating rapid advancement in work, responsibility, and results.

ANNAN TITO | Junior Gameplay Engineer | KIEYE
DAWN RIVERS | Lighting Artist | Harmonix Music Systems
OLIVE HWANG | Producer, 343 Industries
TAMARA MINER | Technical Program Manager, Rod Games

Innovator Award
This award recognizes the woman who has demonstrated breakthrough innovation in her work in the areas of game design, technology, visual arts, or narrative.

ANITA SARKESSIAN | Director, Feminist Frequency
ASHLEY ZELDEN | Creative Director, Adorable Games
GISELLE ROYLAN | Program Director, Game Developers’ Association of Australia
ROBIN HUMPHREY | Co-Founder, Furorina
ZUKAIDA BUTLER | Executive Director, Global Game Jam

EMCEE:
Colleen Marklin
Game Designer, Associate Professor in the School of Art, Media, and Technology at Parsons The New School for Design, and Founder/Co-Director of FITLab

A VERY SPECIAL THANK YOU TO OUR PANELISTS:
Branda Roman | Christine Marple | Jais Nectar | Sylvia Antone | Siddhan Reddy

THANK YOU TO OUR JUDGES:
Jaimie Saito | Anne Kepes | Branda Roman | Heather Kelley | Jesse McGovern
Reviews

5.0

Andrew Frahn ★★★★★
Awesome game Keep it up

Richard Bisso ★★★★★
Best Puzzle Game I've Played in a While - The graphics are super-cute - The controls work like a charm - The...
define success for yourself
keep going
deciding making games
the games industry is better
with all of us