

The Game Development Strategy Guide

by Cheryl Platz

Enduring PLAY

a game development podcast



Book Signing at Carnegie Mellon

Thursday

November 6

1:00 PM - 3:00 PM

University Store, Lower Level

Carnegie Mellon Connections

BS in **Computer Science** and
Human-Computer Interaction,
Carnegie Mellon University (2002)

Former **President of Scotch 'n'**
Soda Theater (2001-2002)

Adjunct faculty, Heinz College -
Masters of Entertainment Industry
Management Hollywood Campus
(2024-present)

Cheryl Platz is a game developer, designer, and author of **The Game Development Strategy Guide: Crafting Modern Video Games That Thrive**, a new book from Rosenfeld Media which has been hailed by game design luminaries Will Wright as “an amazingly broad and contemporary take on our industry” and Jesse Schell as “an amazing crash course for anyone who wants to make games that actually succeed.” Her past experience in the video game industry includes roles as a Creative Director, Experience Design Director, Lead Producer, writer, game designer, and voice talent for companies like Riot Games, Scopely, Inc., Electronic Arts, and independent studios like Griptonite Games. Shipped and supported games include The Sims: Bustin’ Out, The Urbz: Sims in the City, Disney Friends DS, MARVEL Strike Force, League of Legends, 2XKO, and more.

Socials theCherylPlatz cherylplatz funnygodmother

Fun Facts

Cheryl wrote game text for The Sims 2 and created the “Mr Bearlybutts” poem.

Cheryl was one of 6 people to demo a launch title onstage (Urbz DS) at the North America press launch for the Nintendo DS in Seattle, WA in 2004.

Cheryl Platz was Toastmaster for the 58th Annual Nebula Awards in Anaheim, CA.

Cheryl was Design Lead for the Riot Games + Xbox Game Pass partnership launch.

Cheryl co-starred as Mainfram3 in the Twitch series “Shadowrun: Corporate SINS”

Available



Game Development
Strategy Guide (2025)

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gamedevelopmentstrategyguide.com