

THE ULTIMATE GAMING & ESPORTS

CAREER GUIDE





OUTLINE

04

OVERVIEW

- 05 Industry 101
 - 06 Prospective Highlights
 - 07 Future of Work
-

08

CAREER LIBRARY

- 09 Game Development
 - 10 Marketing
 - 11 Hardware Manufacturing
 - 12 Professional Gaming & eSports
-

13

CAREER PLANNING STRATEGY

- 14 Novice Strategy
 - 15 Alumni Strategy
 - 16 Expert Strategy
-

17

GETTING STARTED

- 20 Pinpoint Your Passion for Gaming
- 23 Learn The Industry
- 26 Identify Your Skills
- 31 Brand Research
- 33 Set Your Career Goals
- 35 General Rules of Exploration



OVERVIEW

INDUSTRY 101

**PROSPECTIVE
HIGHLIGHTS**

FUTURE OF WORK

INDUSTRY 101

The gaming industry is the business around developing, marketing and selling video games and video game equipment. A video game is an electronic game that can be played on a personal computer (PC), gaming console, or mobile phone. Depending on the platform, video games are categorized into PC games or console games. Some games have versions available on both platforms. In addition, the explosion of social media and the advent of smartphones and tablets led to the creation of new categories such as mobile and social games.



The gaming industry sectors are video gaming, consoles, and eSports. The total global gaming market is valued at more than \$184 billion and is forecasted to reach over \$268 billion by 2025. The U.S. accounts for just under half the total market size.

The fastest-growing sector in gaming is eSports. The global eSports market is valued at more than \$1.38 billion and is forecast to grow to as much as \$1.87 billion by 2025. There are an estimated 621 teams across the U.S. among varying levels of competition, representing more than 1120 players.



Asia and North America are the largest eSports markets in terms of revenue, with China representing nearly one-fifth of the market.

PROSPECTIVE HIGHLIGHTS



\$77.2 BILLION

Mobile gaming generates the greatest share of video game revenue, estimated at \$77.2 billion and expected to hit \$160 billion by 2025.



727,000 EMPLOYED

The gaming industry directly employs 727,000 people in the U.S., with \$33 billion of wages, tips, benefits, and other labor income.



\$7 BILLION

November and December are traditionally the most lucrative times for the gaming industry due to the holidays. In December 2021, total U.S. video game sales surpassed \$7 billion.

FUTURE OF WORK

Technological development will dictate how the gaming industry will evolve. As smartphones and tablets have boosted mobile gaming, the next breakthrough in gaming will be dependent on the device. VR headsets have been in development since the early 1990s but were only released for consoles beginning in 2016. As the general public has more access to this technology, the gaming industry embraced virtual reality. VR arenas and competition is expected to be the next step for eSports. The VR gaming industry is expected to be worth \$2.4 billion by 2024.

Augmented reality, an interactive experience in which real-world environments are enhanced by computer-generated perceptual information, is

also rising. In 2016, Pokémon Go was released to great fanfare. As of 2021, Pokémon Go's in-app purchase revenue surpassed \$904 million worldwide.

Diversity is an issue in the gaming industry on and off the screen. 79% of video game characters are male, despite 45% of gamers being women. Additionally, 46% of video game main characters are Black Indigenous People of Color. 73% of gamers are white, 9% Hispanic, 8% Black, and 6% Asian. Women only make up 24% of the gaming industry workforce overall on the employment side.

CAREER LIBRARY

Many careers can be pursued within the gaming industry. The Gaming and Esports Industry Essentials course led by FIT gives a holistic understanding of the gaming industry, including the careers responsible for driving the market forward while understanding how to develop necessary skills. Below is a list of career possibilities for students, along with highlighted industry experts within the course you could learn from.

INDUSTRY EXPERT HIGHLIGHT

CHRIS FOSTER

Game Director, Hidden Door



CAREERS IN GAME DEVELOPMENT

Game Producer
Gameplay Designer
Lead Games Designer
Level Designer
UX Designer
3D Modeling Artist
Concept Artist
Environment Artist
Texturing Artist
Animator
Technical Animator

Visual Effects Artist
Graphics Designer
Audio Programmer
Artificial Intelligence Programmer
Gameplay Programmer
Quality Assurance Build Engineer
QA/Game Tester
Game Voice Actor
Game Writer

INDUSTRY EXPERT HIGHLIGHT

HALINA MALIK
Director of Content,
eFuse



CAREERS IN MARKETING

Marketing Manager
User Acquisition (UA) Associate
Brand Manager
Digital Content Manager
Communications Manager
Community Manager
Consumer Product Marketing Manager
Gaming Writer

INDUSTRY EXPERT HIGHLIGHT

DAN SHIMMYO

Game Developer and Instructor



CAREERS IN HARDWARE MANUFACTURING

Assembly Worker
Product Inspector
Electronic Engineering
Technician
Electronics Engineer

INDUSTRY EXPERT HIGHLIGHT

ERIN SIMON

TV Anchor and Host in eSports and
Gaming Culture



CAREERS IN PROFESSIONAL GAMING & ESPORTS

eSports Director
eSports Producer
Team Manager
Coach
Color Caster
Shoutcaster
Streamer
Professional Gamer

Host
eSports Referee
Agent
Writer/Reporter
Analyst
Event Manager
Partnership Manager



CAREER PLANNING STRATEGY

There is no set linear path to achieving your dreams within the gaming industry. The following is a three-phase career planning guide that reflects industry experts' experiences and is tailored to novices, alumni, and experts who are either considering a career within gaming, navigating into the gaming industry, or experiencing growth and leadership in their roles.

NOVICE

KNOWLEDGE

- Begin to understand your interests within gaming
- Explore career options within the gaming industry
- Determine when you want to enroll in the [Gaming and Esports Industry Essentials](#) course led by FIT, or relevant programs, conferences, etc. to expand your knowledge

ENGAGEMENT

- Create a [LinkedIn](#) profile and reach out to potential mentors or industry experts that align with your area of interest
- Learn more about the [Gaming and Esports Industry Essentials](#) course with FIT
- Follow [Yellowbrick](#) on [Instagram](#) and [TikTok](#) to learn about expert workshops on topics related to the industry, networking, and job searching

STRATEGY

- Identify the career path(s) you're interested in pursuing
- Identify your interests, values, skills, and talents
- Enroll in programs, classes, and attend conferences that allow you to gain first-hand learning experience about the gaming industry
- Learn the timelines and experiences of potential mentors and industry experts you admire
- Understand recruiting timelines within the gaming industry

ALUMNI

KNOWLEDGE

- Have an expert understanding of game development and life cycle
- Complete assignments and work that apply to the gaming industry
- Upload work completed onto your portfolio and [LinkedIn](#)
- Review job descriptions of positions within the gaming industry that interest you

ENGAGEMENT

- Attend events to build a network
- Attend recruiting events and employer information sessions
- Connect with mentors, industry experts within your field of interest, and alumni to better position yourself for the job search

STRATEGY

- Assess what you've learned about yourself and the intersection between gaming career paths and the alignment with your skills and interests
- Seek an internship or entry-level opportunity within your field of interest in gaming
- Determine the gaps in your skillset and pursue opportunities to build those skills needed
- Revise and tailor your resume and cover letter

EXPERT

KNOWLEDGE

- In-depth, hands-on knowledge about specific careers within the gaming industry
- Master communication within your discipline and field
- Have your hand on the pulse with industry trends and topics

ENGAGEMENT

- Develop and maintain relationships with mentors and peers within the gaming industry
- Explore leadership, speaking engagements, and opportunities within the industry beyond your 9 to 5
- Collaborate with peers, companies, and/or organizations

STRATEGY

- Celebrate your accomplishments, growth, and opportunities to learn
- Give yourself permission to pursue and grow out of your comfort zone
- Ensure your professional online presence is up to date: [LinkedIn](#), website, etc.
- Prepare field-specific application materials (resume, cover letter, samples/portfolio)



GETTING STARTED

**PINPOINT YOUR
GAMING PASSION**

LEARN THE INDUSTRY

IDENTIFY YOUR SKILLS

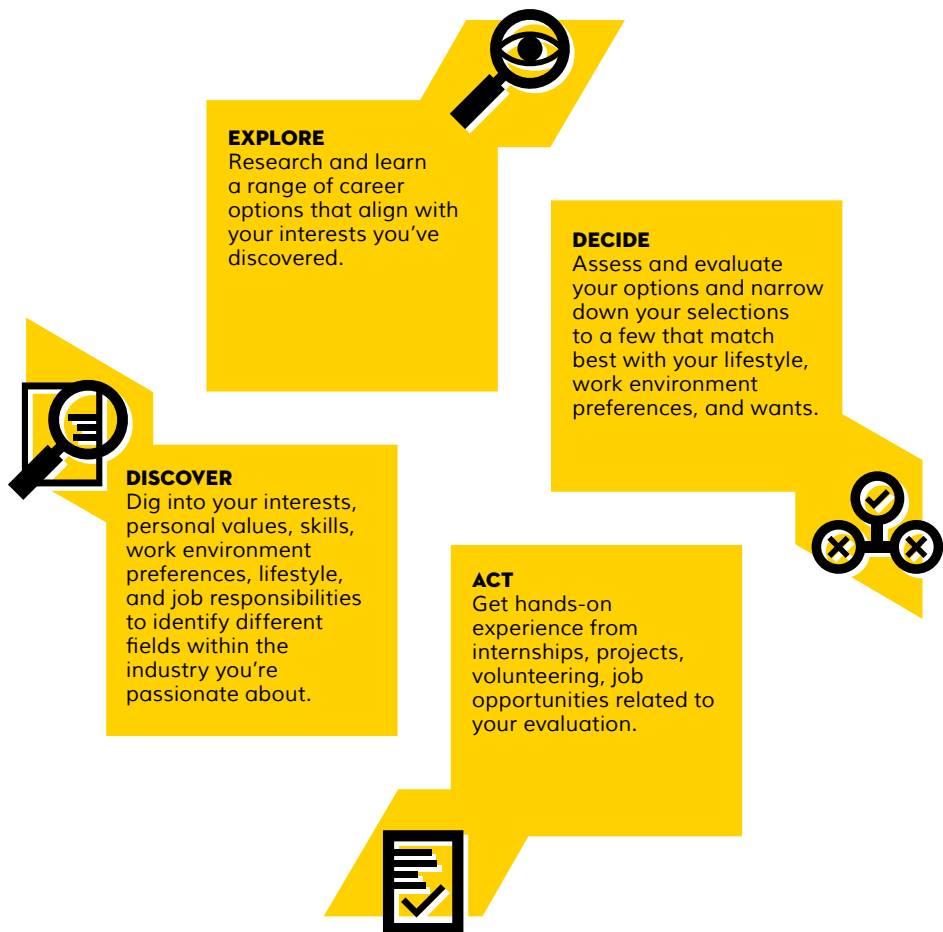
BRAND RESEARCH

**SET YOUR
CAREER GOALS**

**GENERAL RULES
OF EXPLORATION**

GETTING STARTED ON YOUR NEXT STEPS

The gaming industry is made up of an ecosystem of careers ranging from development to distribution. The possibilities may feel vast, but you can follow a career planning process that will help you make informed decisions beyond completing the [Gaming and Esports Industry Essentials](#) course led by FIT. Figuring out what career you want to pursue and creating a plan to get there involves assessing your interests and skills, exploring your options, making decisions, and taking action to achieve your career goals. While each person's experience will be unique, these key points apply to everyone.



It's important to practice a growth mindset and be open to exploring your passions, interests, wants, and needs.

CAREER PREP

PINPOINT YOUR GAMING PASSION

The most important elements in figuring out your career path and next steps are understanding your passion and how your interests relate. This career prep exercise is your starter guide for exploring your passion and interests within the gaming industry.

DIRECTIONS

Take a few minutes to reflect on the following topics. Come up with 3-5 answers to each. Once you are finished answering the questions, identify commonalities, and find themes in your answers.

1

During my free time, I...

2

I'm energized by...

3

Naturally, I'm good at...

4

I'm an expert at...

5

I like learning about...

6

I'm obsessed with gaming because...

7

If I can learn anything about gaming, it'd be...

OF your answers, what common theme(s) are you seeing related to these areas of interest in the gaming industry?

GAME DEVELOPMENT

MARKETING

HARDWARE MANUFACTURING

PROFESSIONAL GAMING & ESPORTS

ACTION STEP

From the common themes you've seen from your answers, who is one person you can talk to and learn more about in your area of interest?



CAREER PREP

LEARN THE INDUSTRY

How well do you know the gaming business? Use this research exercise to learn more about key players in the gaming industry, your favorite companies or games, their competitors, and discover what type of companies you want to work for (or start!).

NAME OF KEY PLAYER

GAMING INDUSTRY FIELD

JOB

LOCATION

COMPANY

THEIR VISION

KNOWN FOR

WHAT THEY DO

FIRST START

GAMING INDUSTRY CONTRIBUTION

RECENT NEWS

INTERESTING FACTS

OTHER NOTES

NAME OF COMPANY

GAME | TALENT ASSOCIATION

LOCATION

COMPANY SIZE

KEY PLAYERS

THEIR MISSION

STATE OF GROWTH

KNOWN FOR

GAMING INDUSTRY CONTRIBUTION

TARGET COMMUNITY

DIVERSITY & INCLUSION INITIATIVES

COMPANY NEWS

INTERESTING FACTS

OTHER NOTES

CAREER PREP

IDENTIFY YOUR STYLING SKILLS

As you understand your interests within the gaming industry, you must be aware of the skills you have developed and already possess, especially when planning your career goals or beginning your job search.

Each box represents a skill and area of interest within the gaming industry. Within each box below: Place a "3" in the box if you are highly skilled Place a "2" if you are moderately skilled Place a "1" if there's room for improvement

GAME DEVELOPMENT

Detail-oriented

Visualization Skills

Collaborative

Emotional Intelligence

Storytelling Skills

Effective Communicator

Effective at providing and receiving feedback

Resilience

Curious

Problem Solving

Each box represents a skill and area of interest within the gaming industry. Within each box below: Place a "3" in the box if you are highly skilled Place a "2" if you are moderately skilled Place a "1" if there's room for improvement

MARKETING

Creative

Good listener

Presentation and Public Speaking Skills

Interpersonal Skills

Persuasion Skills

Multitasking Skills

Strong Work Ethic

Project Management

Intuitive

Analytical

Each box represents a skill and area of interest within the gaming industry. Within each box below: Place a "3" in the box if you are highly skilled Place a "2" if you are moderately skilled Place a "1" if there's room for improvement

HARDWARE MANUFACTURING

Tech Savvy

Mechanical Skills

Leadership

Dependable

Desire to Learn

Patience

Adaptability

Time Management

Resourceful

Safety Conscious

Each box represents a skill and area of interest within the gaming industry. Within each box below: Place a "3" in the box if you are highly skilled Place a "2" if you are moderately skilled Place a "1" if there's room for improvement

PROFESSIONAL GAMING & ESPORTS

Competitive

Motivated

Works Well Under Pressure

Energy

Confidence

Tolerance of change and uncertainty

Strategic

Perseverance

Risk Taker

Team Player



BECOME AN EXPERT

These days, hiring managers are more impressed with what you know and what skills you bring to the table. Making time for yourself to become an expert is how you'll find your lane and make yourself stand out. This can appear in different ways: investing in your career with time, money, and knowledge. While there's constant exposure to new information, it can be overwhelming to figure out where to start and how to keep up. Begin with what you know and where your interests fall — by researching the gaming companies you gravitate towards or their competitors.

TOP GAMING COMPANIES TO GET YOU STARTED

Activision Blizzard	MobilityWare
ArenaNet	Mythical Games
Big Fish Games	Naughty Dog
Bonfire Studios	Nintendo
Bungie	Owlchemy Labs
Discord	PlayVS
DoubleDown Interactive	PopCap Games
Electronic Arts	Private Division
Electronic Arts	Raven Software
Epic Games	Scopely
Fire Hose Games	Sony
Game Stop	Sony Interactive Entertainment
Gameloft	Supernatural
Gearbox Software	Take-Two Interactive Software
Glu Mobile	The Pokemon Company International
Jam City	Twitch
Maxis	Ubisoft
Microsoft/Activision	Zwift
Blizzard	Zynga
MobilityWare	

CAREER PREP

SETTING YOUR CAREER GOALS

You've narrowed in your passions and done some research into the gaming industry. Identifying your career goal and creating a plan around it will help you with your next steps.

Setting career goals requires planning. Identify academic requirements, experience, barriers, and other factors that will help you prepare for your career goals on the next page.



ACADEMICS



EXPERIENCE



BARRIERS



OTHER FACTORS



CAREER GOALS



GENERAL RULES OF CAREER EXPLORATION WITHIN THE GAMING INDUSTRY

EXPLORE

Take time to explore how your interests and skills intersect with different career paths in the gaming industry. This will help you holistically understand the whole industry and communicate your value to future employers.

BUILD

Each opportunity you take on builds a foundation of applicable skills for the next opportunity.

START

Beginning allows you to build a wide range of experiences, explore various fields, and give you room to change your mind or pivot along the way.

READY TO LEARN MORE ABOUT THE GAMING FIELD AND ALL ASPECTS OF THE GAMING BUSINESS?

Check out Yellowbrick's Gaming and Esports Industry Essentials course featuring faculty from FIT.



GAMING | ESPORTS
INDUSTRY ESSENTIALS



STATISTA | VIDEO GAME & ESPORTS

<https://www.statista.com/markets/417/topic/478/video-gaming-esports/>

STATISTA | POKÉMON GO ANNUAL REVENUE

<https://www.statista.com/statistics/882474/pokemon-go-all-time-player-spending-countries/>

AXIOS | GAMING POPULATION

<https://www.axios.com/america-gaming-population-male-diversity-51972b16-4caa-44be-baa8-461faaf56a66.html>






EXPLODING TOPICS | ESPORTS STATS

<https://explodingtopics.com/blog/esports-statistics#esports-players>

GAMING & ESPORTS INDUSTRY ESSENTIALS

Leaders from across the gaming and eSports world, together with faculty from FIT will help you build your knowledge on key areas, and related career opportunities in the rapidly changing gaming industry.

This 100% online course will build your gaming development skills and expertise in:

-  Fundamentals of game design
-  Technical design
-  Revenue life cycle of a game
-  Managing esports teams and events
-  Building a gaming community

Learn more at ylearn.co/gamingbook.



YELLOWBRICK

EMPOWERING DREAMERS TO ACHIEVE THEIR CALLING

In partnership with top universities and brands, we create educational experiences that tap into interests and passions to spark success, fuel personal advancement, and open doors to fulfilling paths for our students.

Check out our full course offerings at ylearn.co/ebook.

Join us on social media:

ylearn.co/facebook

ylearn.co/instagram

ylearn.co/linkedin

ylearn.co/youtube

ylearn.co/twitter

ylearn.co/tiktok

ylearn.co/pinterest