



SUMMARY

Senior leader with over a decade of experience in product development, strategic planning, and team leadership within the technology and gaming industries. Renowned for delivering innovative solutions, fostering collaborations, and driving organizational growth. A proven track record of launching award-winning products and mentoring diverse teams to achieve excellence in competitive global markets.

LANGUAGES

Arabic

Intermediate

English

Native

SKILLS

- Strategic Planning
- Business Development
- Team Leadership
- Branding
- Gamification Design
- Product Development
- Marketing Strategy
- Project Management
- Stakeholder Management
- Live Operations
- Monetization
- Market Analysis
- Data-Driven Decision Making
- Game Design
- Design Thinking
- Budgeting
- Entrepreneurship
- 3D Modeling
- Scripting
- Video Editing

EXPERIENCE

- Game Director

Ellipsis Interactive

02/2024

Remote

  - Led end-to-end game development, from concept ideation to final production, driving strategic growth and delivering high-quality, engaging gaming experiences
  - Spearheaded business development initiatives, securing a \$8,000 project to design a game based on an existing IP for an external client, boosting revenue and fostering long-term client relationships
  - Developed a strategic business plan and a market-driven design portfolio, utilizing in-depth research on industry trends, budget parameters, and talent availability to create a scalable framework for future game development and long-term growth
- Founder

8th Art Studio

07/2020 – 11/2022

Remote

  - Founded 8th Art Studio, successfully securing over \$50,000 in pre-seed and Series A funding by creating strategic business plans and delivering persuasive investor presentations, driving early-stage growth
  - Led the launch of three successful games within the first year by recruiting and mentoring a team of six recent graduates, cultivating a high-performance team and ensuring timely project delivery
  - Designed and developed a national award-winning board game addressing COVID-related challenges, showcasing innovation in game design and leveraging gaming as a tool for social impact
  - Enhanced game performance through targeted ASO and live-ops strategies, securing standout recognition in Cafebazaar and driving significant improvement of all KPIs
- Independent Consultant & Product Manager

Freelance

03/2018

Remote

  - Partnered with "Marsaaa," an Omani startup, to design their business model, MVP, pitch deck, and branding, playing a key role in helping them secure a 1 million Omani Riyal valuation during their Round A funding negotiations
  - Served as a mentor at Sharif University's business incubator, guiding gaming and entertainment startups in refining business models and securing critical investments to drive growth
  - Published articles on video game design and trends in nationally syndicated outlets, educating non-gamers on gaming's cultural and industry significance
- Business Development Manager

Bonda Group

01/2020 – 06/2020

Remote

  - Spearheaded the creation of an innovation center, establishing six accelerators in four months and attracting teams focused on e-commerce, AI, and healthcare products
  - Mentored portfolio startups, directly contributing to a \$200,000 Series B funding success for a team developing an e-commerce platform
  - Consulted startups on business planning, operations, and marketing strategies, driving successful investment outcomes and improved performance
- Co-Founder

Nafs

05/2019 – 01/2020

Remote

  - Designed and implemented a teletherapy platform concept with gamification features, boosting user engagement and improving measurable therapeutic outcomes
  - Secured \$10,000 in pre-seed funding and led the development of an MVP that earned first place in the IE University incubator program
- Associate Producer

East Side Games

04/2016 – 05/2017

Vancouver, Canada

  - Led a team of six developers to deliver an award-winning mobile game, achieving successful and timely regional launches
  - Acquired over 50,000 players during the soft launch with a \$500 CAD budget, leveraging organic marketing strategies to drive growth and maximize player engagement

## MY PROJECTS

### Marsaaa

📅 2024 📍 Muscat, Oman

An Omani E-commerce startup that was successfully valued at 1 million Omani Riyals.

- Created the name "Marsaaa" and oversaw the branding process, collaborating with external design teams to craft a cohesive and impactful identity.
- Designed the gamification elements and core features of the platform, ensuring an engaging and user-centered experience.

### Zola and Friends

📅 2024 📍 Mumbai, India

Designed games based on a new animated property, after reviewing scripts in order to broaden the engagement of the fans.

- Designed 12 different mini-games based on the content of the episodes.
- Ensured that the minigames all taught specific skills essential for child development

### Grandmother Monster Hunter

📅 2022 📍 Remote

Directed the project, it was featured in Cafebazzar as best locally created game.

- Designed the concept, created the project and successfully launched in three months.
- The game was listed as best in class and best locally produced game

### Nova Innovation Center

📅 2020 📍 Remote

Directed the project, it was featured in Cafebazzar as best locally created game.

- Designed the name, branding with external design teams
- Created the curriculum for the acceleration program

### EA TV - FIFA 2016

📅 2015 📍 Vancouver, Canada

Edited videos, planned content release and published videos to PC, Xbox and PlayStation platforms.

- Published 250 videos to a live service environment, after editing and ensuring they met branding guidelines.
- Designed a tool to automate the process.

### Dragon Up! Match 2 Hatch

📅 2017 📍 Vancouver, Canada

Produced the game based on an existing brief from the company with a team of 5.

- The game won favorite audience award at Casual Connect in Singapore.
- Directed the project, managing it as well as designing levels and content for it.

## EXPERIENCE

### FIFA Live Content Producer

Electronic Arts

📅 04/2015 - 04/2016 📍 Vancouver, Canada

- Developed a predictive pricing algorithm for FIFA Ultimate Team content, reducing update times by %88 and significantly improving digital asset pricing efficiency.
- Designed and executed in-game events that drove peak daily revenue of \$20 million, leveraging innovative planning to maximize player engagement and revenue potential
- Coordinated logistics for FIFA online tournaments, engaging 10,000+ participants, managing key stakeholder relationships, and ensuring GDPR compliance

### Game production Instructor - Part Time

Vancouver Film School

📅 2016-2015 📍 Vancouver, Canada

- Developed and taught a two-semester course for 40 students on using Excel as a management and design tool in game production.
- Incorporated case studies from my work at EA to demonstrate practical use cases, enhancing students' understanding of real-world applications

### Associate Producer

Roadhouse Interactive

📅 05/2014 - 04/2015 📍 Vancouver, Canada

- Supervised a team of 15 developers and artists to launch a bingo game across all mobile platforms, achieving an average daily revenue of over \$2,000, with peak revenues reaching \$10,000
- As Associate Producer, delivered the game on time and under budget after three missed launch windows. Successfully soft-launched one month ahead of schedule by defining the roadmap, project scope, and charter
- Executed a project to deliver an automated testing station capable of performing code tests, maintenance checks, and automating deployment, reducing testing time by %90 and increasing new product launch speed by %50

### Assistant Producer

Electronic Arts

📅 03/2013 - 03/2014 📍 Vancouver, Canada

- Delivered FIFA World Cup 2014 as Assistant Producer, collaborating with over 100 stakeholders to meet key milestones and leading the development of major features, including Road to the World Cup and Captain Your Country
- Developed an algorithm to price players in FIFA Manager Mode using XML and MS Excel, achieving a %10 variance from real-world transfer market prices
- Scheduled and managed the placement of 1,000+ events in the game, enhancing the immersive gaming experience for players
- Scripted training content in XML using in-house tools to deliver a new feature, which became a key selling point despite the lack of developers, originally leading to its removal from the project scope

## Education

### International MBA

IE Business School

📅 09/2018 - 08/2019 📍 Madrid, Spain

### Diploma, Game Design

Vancouver Film School

📅 2012 - 2013 📍 Vancouver, Canada

### MA Architectural Visualization

University of Kent

📅 2010 - 2011 📍 Canterbury, United Kingdom

### BEng Architecture

Eastern Mediterranean University

📅 2004 - 2009 📍 Famagusta, Cyprus

### BA Psychology

Concordia University

📅 2001 - 2003 📍 Montréal, Canada

### Diploma

Leysin American School

📅 2000 📍 Leysin, Switzerland