

# Ata Alqadi

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## Product Owner (PSPO I) / Producer / GaaS Designer

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Product Owner, Producer and Social Experience/Game-as-a-service Designer with 10+ years of technical production, project delivery, Agile project management, programming, social experience design, and UX design experience.

**“Ata’s drive to moving tasks from "in progress" to "done" is a force to be reckoned with in any project. With deep experience from multiple fields, he is able to juggle any number of tasks and processes to completion. With Ata onboard, deadlines get met and products released.”**

~ Johan Peitz, Producer at Ghost Games EA

## Certificates

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- Professional Scrum Product Owner (PSPO I).

## Skills

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- Backlog management and JIRA administration.
- Delivery management, release planning and sprint management.
- Social User Experience design.
- UI/UX Research.
- Wire-framing and usage flow design (Adobe XD, InVision)
- UI Development and prototyping (HTML5, Adobe Animate (Flash), Scaleform).
- Programming (C++, Python, AS3)
- Arabic localization.

## Employment History

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### **Avalanche Studios**

Stockholm, Sweden

*Social Experience Designer / Experienced UI/UX Developer*      October 2017 - Present

- Working with game designers and server developers to design suitable social features for the open word games.
- Working closely with the UI team to improve the Menu User Experience and Interactions.

## **Funrock Development AB**

Stockholm, Sweden

*Producer*

March 2017 - August 2018

- Working closely with team leaders to ensure cooperation, coordination and proper understanding of the requirements to deliver the highest quality possible of the product within the given timeline.
- Providing a smooth workflow and optimizing the development process to fully utilise the teams potential and capacity.
- Maintaining and owning the JIRA backlog and release schedule.

## **Free Lunch Design AB / Palringo**

Gothenburg, Sweden

*Producer*

August 2014 -February 2017

- Acting as a liaison between the development staff and the executive staff.
- Developing and maintaining schedules and ensuring timely execution of deliverables.
- Drafting plans for promotions and upgrades.
- Overseeing creative and technical development of the games and bots.
- Scheduling timely quality assurance and testing, and arranging for beta testing and focus groups.
- Localization, Right-to-Left design and UX design to support Palringo Arabic users.
- Design and develop ideas to integrate our games with Palringo App and platform.
- Release management and process optimization.

## **Palringo Ltd**

Amman, Jordan

*Project Manager / Game Producer*

December 2013 - August 2014

- Managing external games development and delivery.
- Hands-on in the region with partners to optimize the delivery of games against the agreed road map.

## **Madvillage Entertainment**

Amman, Jordan

*Development Lead / Co-Founder*

March 2012 - December 2013

- Building and designing marketing and promotional mobile and web games.
- Building a 2D multi-platform and social-enabled games framework.
- Deployment and Infrastructure Operations.
- Business Development and opportunity acquisition.

## **Benu Technologies**

Amman, Jordan

*Development Lead / Co-Founder*

December 2008 - February 2012

- Web applications, CMS and portal development.

- Extensive web games development.

## Projects

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### **Rage 2 (Main Game & Rise of the Ghosts DLC)**

*Social Experience Designer / Experienced UI/UX Developer*      October 2017 - Present

- Community, Personal and Group events design.
- UX Research and performance improvements to the UI.
- Photo Mode Design & Implementation.
- In-game store, Authentication and Bethesda Launcher integration.

Link: <https://bethesda.net/en/game/rage2>

### **Etihad Al Abtal (Union of Heroes)**

*Technical Producer*

March 2017 - August 2017

- Technical Production, release and delivery management
- Localization and Translation management.

Link: <http://www.etihadalabtal.com/>

### **Hero Squad (Chat game)**

*Producer / Developer*  
2017

June 2016 - February

- Game Production and Project Management.
- Idea design and development.
- Right-to-Left/Arabic UI/UX design.
- Localization and Translation management.
- Interface development (HTML5, CSS3, and Javascript)

Link: <https://www.palringo.com/en/gb/store/details/hero-squad-bot-p980>

### **Balloony Land**

*Technical Producer*

August 2014 - August 2015

- Game Production and Project Management from the Palringo side.
- Designing social features for Palringo community (e.g gifting system and community events).
- Right-to-Left/Arabic UI/UX design.
- Localization and Translation management.

### **Shibshib War (Published by Palringo)**

*Producer*

January 2014 - August 2014

- Project Management from the Palringo side.
- SDK Integration management and support.

### **FLD Legacy games: Icy Tower Retro, Icy Tower 2 and Dark Nebula Ep.1**

*Localisation and Update-project manager*

September 2015 - October 2016

- Localisation and Translation management and Updating the games to support Palringo platform integration.

## **Ali & Ayah**

*Producer & Developer*

September 2013 - January 2014

- Game Production and Development.

Link: <https://play.google.com/store/apps/details?id=air.jo.dot.aliandayah&hl=en>

## **Technologies**

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- Atlassian JIRA and Confluence.
- Python, Django, and Django REST framework.
- HTML5, Javascript, jQuery and CSS3.
- C++
- Adobe Animate and Scaleform.

## **Education**

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Bachelors of Computer Engineering.

Graduated March, 2008

*Princess Sumaya University for Technology, Amman, Jordan*

## **Languages**

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English (Fluent), Arabic (Native), and Swedish (Basic).