

OMAR ELSAYED

PRODUCT OWNER

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Cairo, Egypt

PROFILE

Dynamic and results-driven Product Manager with extensive experience in game design, project management, and leadership within the gaming industry. Proven ability to create and direct successful gaming products, including a title with over 150K downloads. Passionate about gaming, with a deep understanding of market trends and player engagement across various sectors, including esports.

EXPERIENCE

[UMAMI Games Studio - Cairo, Egypt](#)

Game Director | Apr 2023 - Present

- Conceptualized and directed the development of "Kortifo," a game designed specifically for the MENA region, now with over 150K downloads on Playstore and Appstore (Kortifo).
- Conducted comprehensive market research to identify and develop a gaming idea tailored to the MENA region's target audience.
- Managed a cross-functional team of 22, ensuring alignment across programming, art, design, marketing, and management departments.
- Led the work on the game design, mechanics, game economy and LiveOps of "Kortifo," ensuring a cohesive and engaging player experience.
- Integrated the game within the esports and streaming ecosystems, enhancing its competitive appeal.
- Represented the game at various industry events in the MENA region, building brand recognition and awareness.
- Led partnerships with the marketing team to collaborate with prominent content creators in the MENA region.
- Ensured the game met global quality standards, delivering a gaming experience that resonated with the local audience.
- Directed the talent acquisition process and financial operations inside the game studio.

[Yajulu Studio - Cairo, Egypt](#)

Product Owner/Game Designer | Apr 2021 - Mar 2023

- Released a mobile word puzzle game titled Zarzura, gaining valuable insights into market dynamics and player preferences.
- Managed a remote team of 10, ensuring alignment across game design, development, and marketing.
- Acted as Project Manager for various initiatives including game trailers, studio website, and engaging event booths.
- Spearheaded talent acquisition and hiring, ensuring the recruitment of top-tier candidates.
- Directed financial operations, maintaining a strong focus on budget tracking and financial health.

[Learning Yogi Foundation - Singapore \(Remotely\)](#)

Game Designer | Jun 2021 - Aug 2021 (Temporary Contract)

- Refined and updated the Game Design Document for the company's flagship project, "Atlas Mission."
- Collaborated with development, art, and QA teams to ensure the game met updated requirements and was released bug-free.
- Contributed to the development of new AI tools to be integrated into the company's gaming products.

[Technical University of Munich - Munich, Germany](#)

- **Research Assistant | Mar 2019 - Aug 2019**
- Developed and tested a VR serious game following the "GameFlow" model to evaluate player engagement.
- Conducted experiments on the Oculus Quest and Android platforms using Python and ARCore.

[Assemblr World - Bandung, Indonesia](#)

Unity Developer Intern | Jun 2018 - Aug 2018

- Contributed to the development of the Assemblr mobile app by adding new features, including UI and AR functionality.

EDUCATION

Bachelor Project/Thesis

Technical University Of Munich, Germany
Mar 2019 - Sep 2019

Bachelor Degree of Computer Science

German University in Cairo, Egypt
2015 - 2020

PROJECTS

[Kortifo Cinematic Ad](#) | Released
(Executive Producer)

[Kortifo](#) | Released
(Game Director)

[Zarzura](#) | Released
(Game Director)

[Zambalita](#) | Not Released (WIP)
(Game Director)

GMTK 2022
[TSTAIC](#) (Game Designer)

Global Game Jam 2021
[Droid Hack](#) (Game Designer & Game Developer)

SKILLS

Unity	GIT
C#	Adobe Photoshop
Java	Adobe Premiere
Agile Management	Audacity
Jira	ClickUp

Portfolio

omar-elsayed.com