

**Cover Letter for Senior Product Manager at EA**

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Dear Hiring Team,

I am excited to apply for the Senior Product Manager role within EA's Creative Innovation team. Gaming has inspired me for over twenty-five years, from classics like Skate or Die on NES to modern titles like Battlefield and Skate. I am passionate about games and curious about the tools that build them, and I want to contribute to the technology behind these experiences.

I bring over twelve years of product management and R&D experience across startups, industrial companies, and research centers. I have defined product strategy, set OKRs, secured multi-million dollar funding, and contributed to multi-million-dollar sales. I lead cross-functional teams, collaborating with engineers, designers, UX teams, stakeholders, and users to turn creative ideas into innovative outcomes. I value listening and staying open to new perspectives, reflecting on feedback to continuously improve. This reflects my creativity and pioneering spirit in exploring AI, IoT, and emerging technologies.

I hold a Master's degree in Innovation and Transformation, with coursework in serious games, creativity, and innovation management. Always eager to learn, I am currently expanding my expertise in game development tools to deepen my understanding of crafting engaging interactive experiences. My determination drives me to overcome challenges and deliver high-impact results. Fluent in French and English, I thrive on teamwork and cross-functional collaboration to build meaningful products. I also believe in bringing energy and fun into my work and interactions, as I think it's essential to build a positive, engaging, and lively environment.

Joining a team that values creativity, teamwork, and passion aligns with my drive for innovation and impact. This opportunity allows me to combine strategic vision, technical skills, and creative enthusiasm to empower artists and shape the future of gaming. I am confident that my background, determination, and passion make me a strong fit for EA's Creative Innovation team.

I am eager to discuss how I can contribute meaningfully and support EA's mission of creating transformative gaming experiences, a passion since childhood.

Sincerely,
Abdelrahmane Ferchichi

ABDELRAHMANE FERCHICHI

Senior Product Manager – Creative Technology & Innovation

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GAME INDUSTRY INTEREST

25+ years gaming enthusiast (Skate or Die to AAA games like Skate and Battlefield). Self-taught learner currently building expertise in game development tools and creative pipelines through personal projects.

PRODUCT MANAGEMENT

- Product Strategy & Vision Setting
- Leading Cross-Functional Teams
- User Research, Customer Discovery & Data-Driven Decisions
- Stakeholder Alignment & OKR Execution
- Technical Communication & Creative Problem Solving

TECHNICAL SKILLS

Python React Js Edge AI

AIoT Architecture Prototyping

Data Analysis (Python, Excel)

TOOLS & PLATFORMS

Azure DevOps Docker Git CI/CD

Jira Scrum SAFe Quality Processes

Agile & Lean Confluence

CORE COMPETENCIES

Innovation • Collaboration • Proactivity
• Communication • Strategic Thinking • Adaptability.

EDUCATION

2021 — Master's, Digital Transformation - Innovation, Creativity, Université Laval (QC).

2016 — Engineer's Degree (R&D 3-year apprenticeship at CEA), CESI, Nice, France .

CERTIFICATIONS

Scrum Master • JS Web Dev • IoT • Big Data • Data Science • Azure Cloud

LANGUAGES

French (Native) • English (Fluent) • Arabic (Intermediate)

HOBBIES

Video games, photography, DIY projects, hiking

ABOUT ME

Product leader with 12+ years of experience in R&D, leading AI-powered products and cutting-edge technologies. I hold a Master's in Innovation and Transformation, with coursework on serious games and gamified experiences. Experienced in collaborating with diverse teams to turn ideas into actionable solutions and deliver high-impact results, I am passionate about games and interactive experiences. I am excited to apply my product strategy and technical leadership to EA's Creative Innovation team, enabling artists to craft immersive experiences and redefine the future of gaming.

PROFESSIONAL EXPERIENCE

Co-Founder – R&D & Operations Lead | AIoT, SaaS | Domely Technologies

AI-powered IoT solutions for roof protection and home safety | Montréal, QC • 2019 – Present • [domely.io](#)

- Lead **R&D** and operations for **AIoT**, integrating **SaaS** components from concept to commercialization, with a focus on creative workflow and **UX/UI**.
- Manage **\$5M** in R&D programs, set **OKRs**, and secure over **\$3M** in public and private funding.
- Develop **IoT** solutions combining sensors, embedded systems, and cloud architectures, with **2 patents** filed and continuous product discovery.
- Optimize production, logistics, and customer feedback processes, iterating on features and generating over **\$500K** in annual profit.

Programmer Analyst | Desjardins

Lévis, QC • 2020–2021

- Enhanced banking systems for **millions** of users, prioritizing reliability and seamless digital experiences.
- Engineered and integrated **RESTful APIs**, authored documentation, and maintained robust **CI/CD** workflows.
- Improved performance of **Java enterprise platforms**, partnering with cross-functional teams to deliver scalable solutions.

Product Manager & Technical Architect | Umano Medical

Lévis, QC • 2018–2020

- Architected **IoT-enabled hospital beds**, integrating **SaaS** for real-time monitoring and supporting **multi-site deployments**.
- Formulated product vision, led go-to-market strategies, and set measurable **OKRs** for cross-team alignment.
- Built **full-stack platforms**, implemented **Agile (SAFe, Scrum)**, and advanced **UX/UI** through iterative design and stakeholder feedback.

R&D Engineer | French Ministry of National Education

Grenoble, France • 2018

- Contributed to national platform serving **2.8M students** and **800K teachers**.
- Created project management applications with **Angular.js** and **Java Spring**, emphasizing intuitive interfaces and creative process automation.
- Produced technical specifications, led **Agile** ceremonies, and managed **CI/CD** pipelines for rapid deployment and stakeholder validation.

R&D Engineer – Photovoltaic Systems & Solar Technologies | CEA INES (National Institute of Solar Energy)

Grenoble, France • 2013–2016

- Conducted research on **photovoltaic cells** and **laser processes** with multidisciplinary teams.
- Built tools for **cost modeling** and **project tracking**, improving productivity.
- Managed **€14M** R&D budget and aligned with strategic planning and **OKRs**.