

**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 AAA titles like Battlefield and Skate. Contributing to the technology behind these experiences is deeply meaningful.

With over twelve years in product management and R&D, I have led complex AI-powered hardware and software products from concept to launch. At Domely Technologies, I defined product strategy, set OKRs, and secured multi-million dollar funding for patented AIoT solutions. I collaborate closely with engineers, designers, and UX teams to turn creative ideas into actionable, data-driven outcomes.

My experience also includes delivering complex systems, emphasizing user experience, quality, and cross-functional alignment, with a strong connection to R&D at the CEA.

I hold a Master's degree in Innovation and Transformation, with coursework in leadership, serious games, gamified experiences, creativity, and innovation management. These shaped my ability to lead cross-functional teams and drive user-centric innovation. I am currently developing expertise in game development tools through personal projects.

Fluent in French and English, I am experienced with Agile methodologies, CI/CD, Python, React Js, Confluence, Jira, Azure DevOps, and Git.

For me, this role is about joining a team whose values of creativity, curiosity, teamwork, and innovation align with how I work. Joining EA's Creative Innovation team is a unique opportunity to combine my strategic vision, technical depth, and creative passion to empower artists and shape the future of gaming through innovative tools and workflows.

I look forward to discussing how I can contribute meaningfully to the team and support EA's mission of creating transformative gaming experiences.

Sincerely,

Abdelrahmane Ferchichi