

# HUSSAINA WARDHAWALA

## PRODUCT MANAGER

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## SUMMARY

Product Manager in innovative technologies with 3+ years of experience as a user experience and product designer, entrepreneur, mentor, journalist and software developer.

## WORK EXPERIENCE

### Sr. Game Product Manager at Uni. Of British Columbia, Vancouver 2018 - current

- Manager of a team of designers and developers on Future Delta game - narrative-based, localization-heavy, targets 'Adaptation' and 'Mitigation' as steps towards climate change; educates citizens about reducing their carbon footprints through recycling and using renewable energy.
- Play testing and including feedback from testers in the game. **\$50,000** raised in funding round 1. → **Ideating, Developing & Leading** modules through innovative technology, like Virtual Reality, Augmented Reality, 360 immersion and/or Interactive touch displays.

### Production Manager & Inclusive Designer at SIGHT, Vancouver 2018 - current

- Defining Production lifecycle, milestones, tangible tasks & owning the product, SIGHT - A transmedia art & design, binaural-audio driven experience for the sighted and non-sighted, currently under design phase. Aim to increase accessibility support by **78%** & awareness by **90%**.
- **User and Empathy Flow Maps** building for the blind vs semi-blind vs non-blind.
- Rapid Prototyping to refine creative vision of SIGHT., increasing chances of milestone delivery by **85%**.

### Product Manager & Owner at WeVR, Vancouver 2018 - current

- Creating and Leading a VR platform for multiple platforms  
→ 1st product - A Tower Defence game prototype using Oculus Rift, and Unity3D to enter the VR market. By 2019 EOY, release of product 2, hence, aiming to increase valuation of WeVR by **100%**
- Providing direction to art, design and development teams on the feeling / experience of a tower defence game.
- Responsible for lo-hi fidelity wireframing & co-developing throughout the production lifecycle.
- Developing business connections with **VRARA** chapter Vancouver, Indie Pod with Mythical City Games.

### Producer & Game Level Designer at Blackbird Interactive, Vancouver May '18 - Aug '18

- Defining core gameplay pillars, prioritizing features, **implementing scrum** and following the agile approach to F.A.L.C.O.N. - A 3D shooter, co-op vehicle-based game prototype.  
→ Tools for Prioritization of features - **Onion Ring and Maslow's Hierarchy of Needs**.
- Designing the level of the game in Unreal Engine along with team & task management, conducting play tests and game design documentation.
- Being the face of the team & facilitating all Blackbird meetings. Aimed to raise approx. **\$7M** in '18

Producer at Relic Entertainment, Vancouver

Jan '18 - Apr '18

- Team and Task Division & Management through Trello and **Kanban Board** (increasing throughput of work by 65% (every 4 sprints) for Operation Bastion - A 3D top-down, shoot 'em up multiplayer co-op game prototype based on Company of Heroes 2 and Dawn of War III.
- Brainstorming, ideating and game design documenting to hit the **core pillars of the game**. Communicating ideas of a team of Designers, Developers and Artists to Relic Entertainment, effectively, every week for 13 weeks.
- Presenting Operation Bastion's gameplay at Relic's **Show 'n' Tell**.

Creative Designer at Zazoo, Toronto

Dec '17 - May '18

- Ideating, Designing and Developing Zazoo - An **Augmented Reality App** based off an in-house animated web series called "Zazoo & the Fugees.", started at Bizzy Baby Media Inc., Bombay, India.
- **User Flow Maps** building for kids age 4-7 yo and 7-12 yo.
- Rapid Prototyping to build a 'playable in AR' prototype of Zazoo, procuring investment of **\$10M**.

User Experience Designer, Coditas Technologies Pvt. Ltd., Pune, India Jan '16 - May '17

- **Mentorship of Interns** on Principles of UX Design and working with Agile Methodologies. → Information Architect, UX / UI, and Motion Graphics Designer for web and mobile based SaaS products (**raising upto \$15M in total**).
- Gained professional experience with enterprise clients, including Zen IQ, listed in **Forbes**, **"40 Best Fortune Companies of 2017"**.

EDUCATION

Masters of Digital Media at The Centre For Digital Media, SFU, Vancouver 2017 - 2018

- User Experience and Interface Design of Traverse - A Mixed Reality Game for Indoor Climbing Gyms in Vancouver, made using Dynamic Projection Mapping.
- Product Owner and Designer of Magma - 3D shooter, alternate reality game.
- Studied Improvisation (I apply it everyday), Game Design, Business and Management, Space-time User Experience Design and Visual Story.

Bachelor of Technology in Computer Science at VIT, Pune, India 2011 - 2015

- Worked on programming languages including C, C++, C#, Java, JavaScript, HTML/CSS.
  - Designed and Co-developed Arduino devices for LED display.
  - Software Developer and Technical Artist for a **Robotics-based** project using Natural Language Processing in MATLAB.
- **Experience Designing** for the fusion of Image and Sound Processing for movement of the robot.

SKILLS

Agile Project Management & Scrum	\$\$\$\$\$
Product Design & Development	\$\$\$\$\$
User Experience Design	\$\$\$\$\$
HTML/CSS JS Java C C++ C#	\$\$\$\$\$
Photoshop Illustrator Unity3D Unreal	\$\$\$\$\$