

# Jonathan Barceló-Iñiguez

## Product Person



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I am an Agile PM & Creative Producer with over 10 years of experience in games, technology, and entertainment. I'm experienced with building co-located and remote teams, having played key roles in crafting and maintaining development pipelines with internal and external collaborators spread out across the United States, Latin America, Europe, China, India, SEA, and Oceania.

I am a story and structure nerd with a BA in Spanish and Latin American Literature, and certifications as a Scrum Master, Agile Project Manager, and Full Stack Web Developer. I prefer to be self-directed and am at my best when working with tight-knit teams and ideating creative solutions to complex problems.



## Work History

2022-06 - Current

### SENIOR PRODUCT MANAGER | GAMING & METAVERSE

*Agora, Remote / Santa Clara, CA*

Agora is a real-time engagement platform as a service provider, where I work with developers from across the world to solve the challenge of enabling presence from any device into any virtual world or real-time 3D rendered application.

- Lead cross-functional teams to develop and launch new features for the company's portfolio of SDKs and APIs, driving product vision and strategy from a gaming and metaverse vertical perspective
- Conduct market research and competitive analysis to identify industry trends and opportunities for a portfolio of platform products and SDKs
- Collaborate with developers and stakeholders to define product roadmap and priorities for the SDKs
- Act as the primary point of contact for communication and coordination with external partners and clients
- Monitor and analyze key performance indicators to measure the success of the SDKs and make data-driven decisions
- Manage the product development lifecycle, including gathering requirements, and creating a backlog of user stories for reference applications built with the Unity and Unreal game engines

2018-11 - 2022-02

### HEAD OF PRODUCTION

*Reality Crisis Oy, Remote / Helsinki, Finland*

Reality Crisis is a distributed Augmented Reality mobile game development studio focused on bringing real-world interactions to the action sports genre, where I worked with the company founders to bring their flagship game to market, from conception to release.

- Led R&D efforts to test viability of 7 different emergent Augmented Reality technologies for mobile game development
- Conducted customer research interviews and usability tests to inform design iterations on early game prototypes

- Collaborated with company leadership and internal stakeholders to define, prioritize and execute on the roadmap for Skatrix
- Managed a fast-paced, highly-adept team of engineers and designers distributed across 6 different timezones
- Reported insights and KPI performance to internal stakeholders

**2018-05 - 2022-05**

## **STORY CONSULTANT | WRITER**

*Fotosíntesis Media, Remote | Mexico City, Mexico*

Fotosíntesis Media is a latin american animation studio focused on producing animated films that generate social impact; a solution for non-profits to raise awareness through stories specifically designed to build empathy for their cause. My contributions to the studio's catalog include:

- *A Costume for Nicolas*(Story Revisions, Released 2019)
- *Beast*(Co-writer, Post-production 2023)
- *My Friend the Sun*(Co-writer, Production 2025)

**2020-04 - 2020-08**

## **TPM CURRICULUM WRITER**

*Thinkful, Remote, United States*

I collaborated with a diverse team of expert PMs to craft Thinkful's Technical Project Management curriculum. My most significant contributions to the curriculum include an overview of modern development technologies, introductions to the Scrum and Kanban agile project management frameworks, and team mediation and coaching methodologies.

**2019-01 - 2019-12**

## **ADVISORY BOARD MEMBER**

*Trilogy Education Services, Remote, United States*

Trilogy Education services was a technology education provider that was later acquired by 2U, Inc. During my time with this team, I consulted on the development of content for the company's user experience curriculum. I also contributed as a writer for the data storytelling, and full stack development curricula.

**2015-06 - 2018-04**

## **PRODUCER**

*Riot Games, Mexico City, Mexico*

In addition to maintaining continuity of my responsibilities in the localization team, I was tasked with developing original content for the region, in the service of the Esports, Publishing, and Marketing teams. During my time in this role, our catalogue grew to include:

- regionally produced audio stories,
- regional documentaries,
- Esports news and analysis,
- behind the scenes featurettes,
- animations, and
- live audiovisual experiences.

**2014-07 - 2015-05**

## **LOCALIZATION COORDINATOR**

*Riot Games, Los Angeles, CA*

As a founding member of the LATAM team, I was responsible for implementing localization best practices for web pages, graphics, comics, promos, and in-game text strings. I was also in charge of managing LATAM LQA, and VO localization pipelines.

**2013-08 - 2014-11**

## **CO-FOUNDER | DESIGN RESEARCHER**

*MedicSana, Inc, Austin, TX*

MedicSana was an mHealth start-up company that I co-founded and funded by validating a unique value proposition through customer research interviews. Our MVP targeted underserved segments in growing economies across latin america.

2013-02 - 2014-06

## SPANISH LANGUAGE SPECIALIST

*NCSOFT, Austin, TX*

I led external player support teams in crafting and localizing player communications for Guild Wars, Guild Wars 2, Lineage II, and during the release of Wildstar.

2012-05 - 2012-09

## TECHNICAL WEB TRANSLATOR

*Rigaku, Austin, TX*

I used Drupal to manage the spanish language localization of Rigaku's full catalog of online promotional materials with a translating partner.



## Education

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2007-08 - 2011-05

## Bachelor of Arts: Spanish Language And Literature

*University of Texas At Austin - Austin, TX*



## Certifications

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2021-12	Game Writing Master Class I, The Narrative Department
2019-07	Professional Scrum Master (PSM I), Scrum.org
2019-02	Full Stack Web Developer, Tecnológico de Monterrey
2017-08	Certified Professional Agile Coach, ICAgile
2016-10	Certified Professional Agile Project Manager, ICAgile



## Languages

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English

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Excellent

Spanish

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Excellent