Jonathan Barceló-Iñiguez

Game Producer | Product Person | Storytelling Nerd

Richardson, TX 75080

469-274-1619

barcelo.jonathan@gmail.com

Technical Product Manager and Game Producer with 10 years' experience building and and managing co-located and remote teams.

SUMMARY

Deeply passionate about games, with a penchant for storytelling and technology. At my best when collaborating with tight-knit teams and ideating creative solutions to complex problems. Highly successful at executing long term strategies through incremental deliveries.

Relevant Experience

2022-06 - Current

Senior Product Manager | Gaming, Metaverse, Social

Agora, Remote | Santa Clara, CA

Agora is a real-time engagement platform as a service provider, where I lead the company's efforts to solve the challenge of enabling presence from any device into any virtual world or gaming application.

- Conduct market research and competitive analysis to identify industry trends and high value (1M+ ARR) opportunities
- Act as the primary point of contact for communication and coordination with external partners and clients
- Manage the product development lifecycle, including gathering requirements from customers and Agora's solutions architect team
- Lead the development of reference applications designed to showcase Agora's capabilities with game engines and web application

2018-11 - 2022-02

Lead Producer

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 0 to 1.

- Led R&D to test the viability of 7 different emergent Augmented Reality technologies for mobile game development
- Conducted customer research and usability tests to inform design iterations on early game prototypes
- Collaborated with leadership and internal stakeholders to define, prioritize and execute on the game roadmap
- Defined the tech stack for Skatrix as a live service game, and managed the resulting backlog
- Implemented Agile project management methodologies to serve a team of artists, engineers, designers, and QA testers distributed across 6 different timezones in Europe, Oceania, and the Americas

2020-04 – 2020-08	**Technical Project Management Curriculum Consultant**

Thinkful, Remote, United States

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

2015-06 – 2018-04	**Creative Producer**

Riot Games, Mexico City, Mexico

In addition to maintaining continuity of my responsibilities in the localization team, I developed and produced landmark original content for the LATAM region:
- 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, as well as managing LATAM LQA, and VO localization pipelines.

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.

Certifications

20212	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
20160	Certified Professional Agile Project Manager, ICAgile