Terry J. Teng, CSM

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Executive Summary

Experienced Game Producer and Program Manager with a proven track record in AAA game development and product lifecycle management. At Riot Games, I contributed to one of the company's highest-earning products by leading feature development and optimizing production pipelines that supported over $100M in annual revenue. Skilled in Agile/Scrum methodologies, cross-functional team leadership, and technical collaboration across engineering, design, and UX. Known for driving results through process innovation, data-informed decision-making, and a deep understanding of both player experience and studio operations. Strong foundation in Unity, backend systems, and project delivery from concept to post-launch. Passionate about building great games and empowering teams to execute at the highest level.

Work Experience

Xsolla, Backend   May 2023 – Present
Head of Production   Los Angeles, CA

- Took ownership as the primary point of contact for the revival of *Arcane Showdown*, leading planning efforts and collaborating closely with Big Huge Games to strategize and implement key development and production initiatives with Xsolla's backend engineering team—leveraging insights from the game's previous launch to identify and address critical pitfalls and pain points.
- Overhauled the structure of the engineering and development workflows by implementing Agile methodologies (sprints, T-shirt sizing, backlog grooming, task prioritization) and introducing key performance indicators (capacity and velocity trackers) to ensure full team alignment, transparency, and improved cross-functional collaboration. This led to a 50% increase in productivity and 85% completion rate of all sprints.
- Drove alignment on project deliverables and timelines by directing comprehensive gap analyses and business architecture assessments across multiple initiatives, which resulted in clearly defined requirements and stronger cross-departmental collaboration with team leads and SMEs.

Riot Games via Collabera   January 2022 – May 2023
Technical Producer   Los Angeles, CA

- Conceived and developed key game features that enhanced Riot Games' highest-earning product line, which directly fueled the company's largest revenue stream and contributed to over $100M in annual profit.
- Drove product viability and MVP development by spearheading user story definition, prioritization, and roadmapping, and by establishing team KPIs and OKRs, which resulted in clear alignment with stakeholder feedback and more effective delivery of high-impact features.

NBCUniversal, Fandango   January 2021 – January 2022
Senior Project Manager   Los Angeles, CA

- Increased CSAT scores by 20% through conceptualization and ownership of new initiatives to track performance for the Fandango customer support agents that allowed our support managers to track customer fulfillment easily through CRM dashboards and velocity trackers.
- Streamlined data-gathering programs by evaluating existing process documents, drawing up ideal process flows, and performing a gap analysis to remove bottlenecks and pain points.

CreatorIQ   February 2020 – January 2021
Senior Project Manager   Culver City, CA

- Improved new and existing operational processes—including Salesforce workflows, documentation standards, tagging taxonomy, and internal site structure—by analyzing current systems and developing creative workflow solutions, which resulted in increased efficiency and team-wide accessibility.

- Effectively boosted implementation productivity by 10% by managing daily operations of the enablement and implementation team through Monday.com and introducing velocity trackers, which resulted in the removal of workflow bottlenecks and smoother project execution.

Google, Local Services — May 2014 – February 2020
Program Manager — Mountain View, CA

- Developed, implemented, and scaled the go-to-market strategy for a new Google advertising product by researching existing and emerging advertising tools, strategies, and market trends, which resulted in a successful nationwide launch and international expansion.
- Researched, tested, and obtained organic quantitative and qualitative feedback of product features from SMB users from over 25 different business verticals in over 121 geographic locations to understand the customer journey and improve the adoption rate by 30%.
- Optimized documentation and communication cross-functionally between 5 different departments by implementing quality standards for hundreds of accounts using Agile methodologies to proactively address product adjustments efficiently and reduce error rates by 80%.

Google, Customer Experience Lab — May 2014 – February 2020
Customer Experience Project Manager — Mountain View, CA

- Strategically sourced, onboarded, and managed engagement with new and existing users to conduct comprehensive user research—including pilot programs, alpha/beta testing, usability studies, surveys, interviews, and UI/UX evaluations—across a portfolio of products, ranging from newly acquired tools to flagship platforms generating over $100B in annual revenue, which resulted in a 30% increase in product adoption and improved UX.
- Identified critical gaps and pain points within Google's product ecosystem by conducting in-depth product analysis and user research, which led to pitching new product solutions that resulted in the incubation and development of a new Google product.

Education

Iowa State University — June 2012
Bachelor of Science (B.S.) in Business Marketing — Ames, IA

Skills & Certifications

- ❖ Unity C# Programming
- ❖ Web Development Bootcamp
- ❖ Google Adwords Certification
- ❖ Google Analytics Certification
- ❖ SoMe Social Media Marketing
- ❖ UX Research
- ❖ HTML
- ❖ CSS

- ❖ JavaScript
- ❖ jQuery
- ❖ NodeJS
- ❖ SQL certifications
- ❖ PMP course certification, PMP certification candidate
- ❖ Google project management certification
- ❖ Product management course certification
- ❖ Certified Scrum Master