

Ashley Bennett

Gamer and Engineer turned Manager who loves designing around complexity

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EXPERIENCE

Electronic Arts Inc., Redwood City, CA — Technical Project Manager

MAY 2014 - PRESENT

Gathering, rationalizing and prioritizing requests from EA's mobile org. to EA's central technology platform teams, tracking delivery & adoption.

- Developed and executed global business processes for studio alignment on central development needs
- Reviewed and enhanced existing practices as teams needed to scale, including our proprietary mobile game engine, Osiris
- Proactively defined technical and UX solutions to deliver partners' business and/or technical desires
- Deciphered and documented complex topics, (such as interactions between systems,) translating across disciplines
- Problem solver, negotiating through contentious challenges by promoting professional and reasonable collaboration
- Ran R&D with external partners to prototype Augmented Reality game features

Electronic Arts Inc., Redwood City, CA — Sr. Manager, Strategy & Business Operations

NOVEMBER 2012 - JULY 2014

Building and managing a team of cross-functional SME's on multiple Xbox One and PlayStation 4 launch titles from greenlight to live service.

- Launched Need for Speed Rivals, the first and only title at EA to ship on PC, PS3, X360, PS4 and X1 simultaneously.
- Created and tracked an overall project plan with the studio and partner teams such as Marketing, Publishing, Legal and more
- Designed and implemented a live operations process for launching new live service products, ensuring all partners are aligned and informed when tackling issues
- Appropriately communicated technical dependencies and risks to an exec audience for product launches on new platforms
- Remodeled our server capacity planning, providing accurate PSU forecasts for NFS before their Christmas peak
- Provided leadership by organizing and running international summits for project planning involving 60+ participants
- Also partnered on Battlefield 4, Plants vs. Zombies: Garden Warfare and Battlefield Hardline

SKILLS

Superb written & oral communication.

Ability to translate across disciplines, both technical & non-technical.

Coding HTML/CSS/JS & PHP, C++, Obj-C, C# and more.

Project management, risk assessment and status presentation.

AWARDS

Technical Excellence Award
Inaugural EA Digital Platform team awards, 2010.

30 Under 30 Develop Magazine, February 2009.

Microsoft Imagine Cup UK
Winner, first round.

SIDE PROJECTS

Three time Conference Speaker Including the Game Developers Conference 2015.
youtu.be/npwAIFzLK7w

VR Development Creating demos with Unity and Google VR. See HiAsh.com/vr

CompareRideShare.com Web and iOS app for finding the cheapest taxi service.

Mobile Development
Published multiple iOS apps. More details at HiAsh.com.

EXPERIENCE

Electronic Arts Inc., Guildford, UK & Redwood City, CA — Sr. Developer Relations Account Manager

JANUARY 2009 - MARCH 2013

Representing all of EA's digital platform stack, covering everything from matchmaking and leaderboards through to DRM and eCommerce.

Working with internal and external studios through EA Partners.

- Sole member of the team in Europe, supporting DICE, Criterion, etc.
- Hired, trained and managed a team of three in the UK to replace me before I relocated back to the US
- Shipped dozens of AAA titles that implemented various business models, each with multiple SKUs and target platforms
- Saved \$10 million in OpEx for the company in one year by redesigning player UX and tech flow around key codes while using existing EA technology
- Supported integrations against a legacy software stack while also defining requirements for a future digital platform, helping game teams to migrate as features became available
- Provided design feedback to game teams to make their implementations easier & game features better through improved usage of various online related technologies

Electronic Arts Inc., Redwood City, CA & Guildford, UK — Software Engineer, Field Engineer

JULY 2006 - JANUARY 2009

Developing SDKs enabling online/multiplayer features in Xbox 360, PlayStation 3 and PC games, supporting EA's game teams worldwide.

- Added several features to the online SDK including dynamically sizing transactions, improved memory management and changing the build system to use EA Tech's Framework
- Had the highest bug fix rate on the team
- Developed EA's next generation online SDK, consolidating separate teams and producing a new system with a superset of the best features from before. Wrote some of the original code as well as producing documentation and sample code/applications.

SUMMARY

I am a self-managed and detail oriented leader. I enjoy constantly learning new things, often involving experimenting with new and existing technology, (just this past year: Android development, backend service design, cloud infrastructure deployment, Unity, Frostbite and more.) Using this knowledge I'm able to translate complex topics for a broad audience and also make best use of already available technology, not always relying on building more. I have a broad knowledge of the mobile, gaming and technology sectors and a passion for this industry.

EDUCATION

Full Sail University, Winter Park, FL — Game Design & Development B.Sc.

SEPTEMBER 2004 - JUNE 2006

Valedictorian with a first class degree, winning several class awards.

University of Plymouth, Plymouth, UK — Multimedia Computing B.Sc. Hons.

SEPTEMBER 2001 - JUNE 2004

Computer Science degree with a leaning towards creative digital media.

CREDITS (HIGHLIGHTS)

The Sims Mobile,
Plants vs. Zombies: Heroes,
Star Wars: Galaxy of Heroes,
Battlefield: Hardline,
Plants vs. Zombies: Garden Warfare,
Need for Speed Rivals,
Battlefield 4,
Dead Space 3,
Medal of Honor: Warfighter,
Battlefield 3,
Origin,
Need for Speed: Hot Pursuit,
Medal of Honor (2010),
Battlefield: Bad Company 2,
Lord of Ultima,
Need for Speed: Shift,
Battlefield: 1943,
Battleforge,
Hasbro Family Game Night,
Battlefield Heroes,
Mirror's Edge,
Battlefield: Bad Company,
Burnout Paradise,
Medal of Honor: Airborne,
Need for Speed: ProStreet,
Skate,
Need for Speed: Carbon,
Plus many more!

More details on specific achievements in these and other roles available on www.HiAsh.com.