

# 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](https://youtu.be/npwAIFzLK7w)

**VR Development** Creating demos with Unity and Google VR. See [HiAsh.com/vr](https://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](https://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](http://www.HiAsh.com).