

Arnab Basu

arnabster@gmail.com

Specialties

Product Management, Team Building, Games & Media Development, Analytics

Experience

Director, Product Management (Consultant), RockYou Inc, San Francisco, CA

May 2014 – Present (3 months)

- Helped migrate social / mobile games and related infrastructure from Disney to RockYou based on a recent purchase. These games were not originally built to support a change of ownership.
- Convinced and re-hired most of the team laid off by Disney to resurrect seamless product delivery and live game operations at RockYou.

Senior Producer, Playdom / Disney Interactive, Palo Alto, CA

Sep 2011 – April 2014 (2 years 7 months)

- Managed P&L for company's top grossing free-to-play game franchise – Gardens of Time on mobile (growth) and social (revenue) platforms
- Hired and grew a structurally sound team of over 40 engineers, product managers and designers towards full-cycle development
- Defined product roadmaps, analysis and improvements to key performance indicators as well as quality assurance
- Point person / liaison for studio staffing needs and other core central initiatives

Advisory Council, Institute of Play, New York, NY

Jun 2013 – Jun 2014 (1 year)

- Advised in developmental programs and platforms promoting student created content by facilitating mutually beneficial partnerships between IoP and game industry

Finance Chair, Board of Directors, Institute of Play, New York, NY

Jun 2010 – Jun 2013 (3 years)

- Helped improve primary education for kids around the world by harnessing new media and game design techniques to build flexible, digital and physical on-demand learning ecologies
- Worked closely with institute staff to design highly contextual reports clearly communicating the organization's financial cash and position, its adherence to budget, its allocation of resources towards the accomplishment of its mission.
- Help fund raise and create awareness for IOP to expand its footprint

Product Manager, IMVU Inc, Mountain View, CA

Jun 2010 – Aug 2011 (1 year)

- Product owner for new paying customers (early engagement and monetization)
- Driven full-cycle development and iteration of FTUE (First time user experience)
- Led two teams of engineers/designers to launch and monitor cross-platform live news feed allowing inclusive interaction for millions of players

Producer, SilverTree Media, Pittsburgh, PA

November 2009 – March 2010 (6 months)

- Led interdisciplinary team of 16 developers for 2d-MMO development
- Incubated iPhone game prototypes and social networking game products
- Independently formulated business plans for original IP

Production Manager, Eidos Inc, Redwood City, CA

December 2008 – October 2009 (10 months)

- Expertise in cradle-to-grave publishing and development of console videogames
- Primary external facing contact for 3rd party developers and console companies
- Carried out due diligence for licensing, business and acquisition opportunities
- *Games Released: Batman: Arkham Asylum, Mini Ninjas*

Associate Producer, Crystal Dynamics, Redwood City, CA

June 2006 – December 2008 (2 years 6 months)

- Presentations, regression analysis and metrics evaluations for executives
- Handled Tech, Design, UI, Fx and Audio development schedules
- Led business strategy initiatives in Asia-Pac region (Shanghai, Delhi, Bangalore)
- *Games Released: Lara Croft: Tomb Raider Underworld, Anniversary*

Skills

Product Mgmt: Monetization, User feedback, Retention design, Multi-variant/AB testing

Analytics: Tableau, Vertica, Omniture, Google Analytics

Content Creation: Adobe Suite, MS Office Suite, Autodesk Suite, Various Wikis

Education

Carnegie Mellon University, Pittsburgh, PA

MET, Entertainment Technology, 2004 – 2006, GPA – 3.8/4.0

Visveswaraya Technological University, Bangalore, India

BE, Computer Science & Engineering, 2000 – 2004, GPA – 4.0/4.0

Conference Speaking Engagements

- GDC Next, Los Angeles, CA (Nov, 2013)
- Game Design Expo, Vancouver Film School (VFS), Vancouver, Canada (2008)
- Game Developer's Conference (GDC), Lyon, France (2007)

Awards

- Gardens of Time: Best Social Game on Facebook (2011)
- Batman Arkham Asylum – Game of the Year, XBOX360 (2009)
- Cisco Digital Incubator Grant (2006)
- First ever mtvU Online Gaming Fellow (2005)
- Academy of Television Arts & Sciences (Emmy's) Foundation Scholar (2005)

Graduate Fellowships

Sports Production: Emmy's Foundation Scholar, Fox, Los Angeles, CA

August 2005 – October 2005 (3 months)

- Helped in all aspects of T.V. production at Fuel Tv (action sports channel)
- Programming consultant for Fox Interactive Media and Fox Sports Net

mtvU Online Gaming Fellow, MTV Networks, New York City, NY

June 2005 – August 2005 (3 months)

- Co-published and developed casual free-to-play online games
- Conducted financial analysis for MTV's Online Business & Strategy group
- Pitched concepts for mtvU and MTV Desi to build an online PC game portal

Fun Extras

- Practicing Yoga instructor, avid squash player and SCUBA diving enthusiast