

## **JAMES RICHARD STANLEY**

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### **EXECUTIVE SUMMARY**

Expert producer who builds great user experiences across mobile, handheld, console, desktop, smart TVs and social networks in the entertainment and digital media industries.

### **PROFESSIONAL EXPERIENCE**

#### **Senior UX Producer at Ericsson MediaFirst, Mountain View, CA September 2013 - Current**

- Product Owner for the UX Design team designing the client experience on multiple devices for the Ericsson MediaFirst TV Platform
- Lead agile team processes using scrum methodology and lean design
- Prioritize design resources, tasks, and work flows
- Advocate for UX integrity across multiple, cross-functional scrum teams
- Direct prototyping efforts for high risk UX Design features and usability tests
- Orchestrate visioning, architecture, design and production implementation

#### **Senior Producer at Microsoft, Mountain View, CA November 2011 – September 2013**

- Produce and manage Mediaroom design projects in the Operator TV & Technology Services group
- Lead the design team creating the clients that will enable cloud delivery of services and experiences
- Advocate and protect the design's product vision and guide feature specifications owned by Program Management
- Plan, organize, and lead User Experience workshops and conferences for internal Microsoft groups such as Business Development, Product Planning, Server and Client Development, and User Research

#### **Executive Producer at Moblyng Games, Redwood City, CA December 2010 - October 2011**

- Led cross-discipline team in weekly development sprints to develop HTML5 social freemium games for Facebook Mobile app, mobile web, native iOS, native Android, and Facebook Desktop platforms
- Pioneered agile development processes that moved away from top-down, predictive models
- Created and prioritized user stories, scheduled release planning, and managed user story backlog list
- Managed relationship with vendors and partners such as WeeWorld, Facebook, Vdopia, and Tapjoy

#### **Producer at Backbone Entertainment Inc., Emeryville, CA 2003 to October 2010**

- Produced and managed P&L for work-for-hire games on time, on budget, and to expected quality standards
- Managed client project relations with such publishers as Harmonix, Warner Brothers, TT Games, LEGO, Electronic Arts, Konami, Sega, Rockstar Games, and Microsoft
- Managed multimillion dollar project budgets and was responsible for profit margins being met
- Produced and shipped over twelve titles from team sizes of 6 to 50 and development cycles of 3 months to over a year on current generation and next-generation console and handheld platforms, successful titles included: Grand Theft Auto, LEGO Rock Band, Death Jr.: Root of Evil
- Acted as an audio designer, game designer, game scripter and writer while performing producer duties on multiple projects
- Led internal cross-discipline development teams to ensure best practices and communication

- Utilized project management software and agile techniques to manage daily workflow and project schedule

#### **Assistant Producer at Electronic Arts, Redwood City, CA 2003**

- Managed onsite QA team and triaged bugs for development team for Lord of the Rings, The Two Towers PS2

#### **Lead Tester at Electronic Arts, Redwood City, CA 2001 to 2003**

- Created test plans, managed database, delegated responsibilities to a team of testers
- Led functional testing for localized languages

#### **Senior Software Tester at Electronic Arts, Redwood City, CA 1999 to 2001**

- Compliance and functional testing on a variety of platforms including PS2, Xbox, NGC, and PC

#### **Customer Support Technician at Electronic Arts, Redwood City, CA 1999**

- Managed customer interactions via phone and e-mail to solve and support their issues on games

#### **English Teacher at AEON Corporation, Tokyo, Japan 1997 to 1998**

- Taught conversational English in various group sizes (private lessons to lessons with up to 12 people)

#### **SOFTWARE AND CERTIFICATES**

JIRA, TFS, Microsoft Project, Test Track Pro, Lua, Hansoft, Bugzilla, Perforce, MS Office, Visio, Axure, Power Point, Maya, Adobe InDesign and Photoshop. Certified Scrum Master and Product Owner.

#### **EDUCATION**

##### **Wake Forest University, Winston-Salem, North Carolina**

**Bachelor of Arts** -- Major in English Literature, Minor in Psychology

President - Wake Forest ice hockey club team; Secretary - Delta Kappa Epsilon fraternity

##### **Tokai University, Tokyo, Japan**

**Japanese Studies** -- Intensive Japanese immersion course for one semester studying abroad