

SETH EDENS

Product Owner/Producer

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EXPERIENCE

Product Owner: Live Services

EA Sports Tiburon

📅 03/2023 - Present 📍 Orlando

Madden 23, 24, 25, & College Football 25

- Identify and prioritize product features & improvements to maximize business impact
- Manage a team of 30+ software engineers and 3rd party outsourcers
- Build product roadmap & adjust sprint scope as capacity fluctuates and customer feedback dictates
- Work with multiple cross-functional teams to solve issues and remove roadblocks for feature implementation
- Maintain clear communication with key stakeholders on risks and opportunities for the product and deliverables
- Assign and schedule tasks to ensure product is delivered at target quality, on/or before schedule, and at/or below cost
- Foster a culture of innovation to leverage technology and embrace the disruptive potential of generative AI, machine learning, and other new tools

Live Content Designer/Producer

EA Sports - Tiburon

📅 06/2019 - 03/2023 📍 Maitland

NBA Live, Madden 21, 22, 23 & Madden Mobile 21, 22

- Defined the process and created tools for the efficient creation of daily store live content updates on Madden 23
- Developed the workflow for the new vanity system in Madden 21, integrating content developers, artists, engineers, and Jira into the pipeline
- Drove the iterative development of the vanity workflow pipeline for Madden 22
- Utilized market research and data analysis to inform strategic decisions for content development to best meet customer needs
- Trained and mentored a team of designers and producers on the processes and procedures of live-content development

Owner

Ardent Path LLC

📅 02/2018 - 02/2019 📍 Cheney

Industry 4.0 and Gamification Consultation

- Consulted with manufacturing companies on the benefits of AR/VR & other industry 4.0 initiatives
- Road mapped & mocked out product development scenarios for clients
- Designed, developed, and produced a mobile marketing game using Unity & assets from the asset store
- Leveraged entrepreneurial mindset to identify opportunities and evaluate risks in product development

EDUCATION

Master Degree of Science: Game Design

Full Sail University

📅 02/2017 - 02/2018

- Valedictorian

Bachelor Degree of Science: Game Design

Full Sail University

📅 03/2014 - 12/2016

SUMMARY

Dedicated and innovative Product Owner with over 6 years of experience in leading cross-functional teams and driving product strategies. Proven track record of delivering high-quality products in the Game Industry. Demonstrated success in leveraging technical expertise and an entrepreneurial mindset to achieve strategic business goals. Seeking a leadership position in an organization not afraid to take risks in the name of innovation, crafting original IP, with the desire to create memorable experiences for players by focusing on player agency and emergent gameplay.

SKILLS

Agile

Google Workspace

Microsoft Office

Slack

Technical Leadership

Visionary

Ambitious

Market Research

Visual Studio

Scrum

Rapid Prototyping

Product Management

Workflow Development

Miro

Trello

Jira

Confluence

Feature Prioritization

REFERENCES

Kevin Bailey, Business Owner for Madden Ultimate Team

Seth came onto my team at a time where we were trying to establish a new direction for the product. He immediately came in and identified inefficiencies in the way we were trying to do things. He came to me with a fully thought out solution and basically established an entire content pipeline with another team that did not previously exist. It was because of Seth that I did not have to worry about content getting into our game a single time. This was not a one off occurrence with Seth. He is constantly looking to streamline process and self-solve issues he comes across. It has been a valuable strength of his and it has made my job infinitely easier.