

CHRIS WIGGINS

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EXPERIENCE

BLOC Bloc

Apr 2015-Present

Product Manager, *Online developer training connecting students, mentors, and curriculum*

- Develop and own product roadmap and feature pipeline using qualitative and quantitative research
- Doubled response rate of NPS surveys and introduced base-level KPI tracking to the product



Zynga

2011- Apr 2015

Product Manager, *Unannounced Mobile Game, FarmVille 2 Country Escape (Aug 2014-Present)*

- Own feature ideation, specifications, and execution while meeting both UX and business goals
- Update senior leadership on development progress and own feedback loop with development team
- Create and update pre-launch user growth and revenue estimation models based on market trends
- Conducted competitive deconstructions and analysis to identify best-in-class feature practices

Senior Producer, *Unannounced Mobile Game (Feb 2014-Aug 2014)*

- Coordinated Art, UX, and Engineering teams and pipelines from game concept to production phase
- Prepared and distilled feedback from multiple external user studies to iterate on UX and mechanics
- Ran team-wide hackathon, boosting team engagement and identifying valuable feature ideas
- Conducted JIRA Agile software project management training for multiple teams across the company

Producer, *FarmVille, Unannounced Mobile Game (Feb 2011-Feb 2014)*

- Owned schedule and daily coordination of multiple engineering pods ranging from 5 to 15 engineers
- Launched 6 *Expansion Farms* – large-effort features that generated significant revenue
- Responsible for final signoff on multiple live product updates per week
- Formalized and evangelized techniques for milestone retrospectives, improving future releases
- Transferred repeatable feature development to remote engineers for cost savings and efficiency



Electronic Arts

Summer 2010

Production / Design Intern, *User Insights*

- Recruited, conducted, and reported on multiple usability tests for three titles in development
- Outlined design and UX document used to overhaul user testing database and recruitment tool

EDUCATION



Georgia Institute of Technology

Dec 2010

B.S. Computational Media, Certificate in Entrepreneurship

Faculty Honors, High Honors, 3.47 GPA

- Combined Computer Science and Interaction Design studies
- Research assistant for Emergent Game Group and Qualcomm Mobile Augmented Reality Studio

SKILLS

- Software: Excel, PowerPoint, JIRA, Balsamiq
- Development: SQL, JavaScript, HTML/CSS
- Presentations and Communication at all levels
- Agile Development Process, Project Management
- Learning and adapting to new tools and development languages

AWARDS

- Patent for Social Game Mechanic
- Production Role Mastery Award
- *CEO of the Week* on FarmVille

INTERESTS

- Console & Mobile Gaming / Golf / Tennis / Board Games / Guitar / Exercise / Biking