

ARTHUR ASLANYAN

Senior Game Producer | Head of Product



MY PROFILE

With a dynamic blend of **6 years in Product Management**, I carved a niche in driving product success across the iGaming, eCommerce, and marketing sectors. Having led multidisciplinary teams to innovate and execute market-leading products. Passionate about *gaming, crypto* and *web3*.

EDUCATION

BACHELOR'S DEGREE

American University of Armenia

Diploma in English & Communication

SKILLS

- ✓ Atlassian products (Jira & Confluence)
- ✓ Team Leadership and Development
- ✓ Project Management
- ✓ Miro
- ✓ Power BI
- ✓ Grafana Labs
- ✓ Budgeting and Cost Control
- ✓ Enterprise Resource Planning (ERP) Implementation

PROFESSIONAL EXPERIENCE

PLAY'N GO (Present)

Game Producer

June 2023 - Present

- Accountable for Game Design and Production
- Manage teams following our process and best practices for game development, including: High-level planning, Resource planning, Back-log prioritization
- Manage game development and product life cycle + post-release
- Identifying business needs and requirements through stakeholder interviews, workshops, and documentation analysis.

MICROGAMING (1 year)

Senior Product Owner

April 2023 - Present

- Prioritizing and managing the product backlog, balancing customer needs, business value, and technical feasibility.
- Defining product vision, goals, and roadmap, ensuring alignment with business objectives.
- Overseeing the game development process from initial concept through to fully functional product.
- Identifying business needs and requirements through stakeholder interviews, workshops, and documentation analysis.
- Collaborating closely with cross-functional teams, including development, design, marketing, and sales, to deliver high-quality products.

DIGITAIN (3 years)

Head of Product Management

June 2020 - April 2023

- Overseeing and guiding a diverse team of product managers responsible for a range of offerings including casino, live casino, sports betting, virtual sports, TV games, bet-on games, and skill games.
- Ensuring continuous alignment of product development with current market trends and consumer demands in the iGaming sector.
- Implementing unique features and capabilities across various gaming products to maintain a competitive edge in the market.
- Conducting comprehensive market research and data analysis to inform strategic decisions and product enhancements.

PROFESSIONAL EXPERIENCE

COOLINA USA 

PROJECT MANAGER

August 2019 – November 2019

- Working on the development of coolinastore.com
- Gathering requirements for various features development
- Increasing the project's completion rate by **15%**

INCREDO 

Project Manager

January 2019 – July 2019

- Defining campaign and project scope and objectives; developing detailed work plans, scheduling, project estimates and resources
- Organizing, planning, and leading several projects to meet the functional, programmatic, and financial goals of the business
- Responsible for preparing project budget

IDEA FOUNDATION 

Marketing Consultant

January 2019 – July 2019

- Defining the social media strategy
- Set up of social pages and positioning of the brand

CHESSMOOD 

Product Manager

June 2018 – December 2018

- Manageing the development process of an e-commerce platform
- Working with cross-functional teams
- Managed the creation of Shopify store
- Incresed the velocity of the dev team by 10%

SMARTGATE VC 

B2C Marketing Consultant

January 2019 – July 2019

- Defining the social media strategy
- Set up of social pages and positioning of the brand