

EXPERIENCE

Founder | Secretary | Treasurer
Aisha with an Eye



Mountain View, California
May 2017 — Present
3 yrs 11 mos
Part-time

Responsibilities

- Employing agile methodologies to save the burrowing owl
- Creating project plans, allocating budget, collecting data, and tracking progress
- Planning meetings, fundraising activities, and events
- Volunteer recruiting, education, coordination, and communication
- Maintaining collaborative relationship with the City of Mountain View

Achievements

- Increased population of owls from 0 to 51 in 4 years
- Increased volunteer planting efficiency by 347% in 4 years
- Received official recognition from the City of Mountain View's Mayor
- Established a California nonprofit 501c3; website: savetheburrowingowl.org
- Presented "How to Start Your Own Nonprofit" to Girl Scouts of NorCal at their 2021 Climate Action Conference

UX Design Producer
Google



Mountain View, California
Nov 2015 — Aug 2018
2 yrs 10 mos
Full-time

Responsibilities

- Designed, implemented, and improved organizational programs for cross-functional, multi-disciplinary, international teams of 2-200 to enhance collaboration & communication, increase team efficiency & performance, and clarify priorities between leads and individual contributors
- Initiated and drove meetings, such as agile retrospectives, design reviews, bug bashes and triaging, cross-functional syncs, 1:1s, and team offsites
- Submitted requests and allocated yearly budget for team needs
- Wrote documentation and delivered presentations to share Program Management knowledge & learnings with other Google and Alphabet Program Managers

Achievements

- Redesigned, relaunched Gmail, a 10+ year-old social network with over 1.5 billion MAU, with a new visual design, machine-learning features, and backend

Team Lead | Stiltwalker
The Topsy Pixies



San Francisco, California
Oct 2014 — Jun 2015
9 mos
Full-time

Responsibilities

- Led a 4-woman stiltwalking performance team in managing projects (gigs) including: negotiating requirements with stakeholders (our team's brand with event organizer's vision), scheduling, and resource allocation
- Planned projects (setting up gigs, including prep & practice), defined milestones (financial goals), developed and organized documentation and tools (using G Suite and Slack), assigned roles, assessed risk, and monitored & facilitated progress throughout projects
- Provided interactive entertainment in costume on stilts

Achievements

- Worked 12 gigs as a team, including: Lightning in a Bottle, Maker Faire, How Weird Street Faire, Opulent Temple's White Party, Morning Gloryville, Mama Hope Fundraiser, Bernal Equinox, Bass Cabaret, and corporate events
- Worked 6 gigs as a solo performer afterwards, most recently at Shambhala 2019

Game Designer | Producer
Gaia Interactive



San Jose, California
July 2013 — Sept 2014
1 yrs 3 mos
Full-time

Responsibilities

- Led concepting, development, and launch of innovative avatar-based online social entertainment products for both web and mobile (iOS first)
- Conducted market research to understand target users and formulate product vision and positioning
- Designed feature specifications based on successful mechanics in original product; integrated new feature designs from popular modern games and social apps
- Drove product development with internal and external cross-functional teams (internal team of 11: UX designers, illustrators, front/back-end developers, product manager) using agile development and scrum methodologies
- Recruited testers for products in development; organized, and ran user tests
- Managed expectations of stakeholders and assisted CEO/COO with status presentation for the Board of Directors
- Managed virtual items and user-level definitions in a SQL database

Achievements

- Designed, produced, and launched a gamified avatar-based social networking site for 18+ users and grew it to 20,000 daily active users within 2 months
- Designed, produced, and launched gamified mobile flirt app (with provisional design patent)

Associate Producer
IMVU



Mountain View, California
Oct 2011 — June 2013
1 yrs 9 mos
Full-time

Responsibilities

- Drove internal and external development teams, including game designers, UX designers, front & back-end engineers, 3D artists, and QA, to timely and successful project completion (team of 21)
- Sourced new game ideas from team to present to product owners for Greenlight review by drafting game proposals consisting of concept docs, development plans, product plans, and schedules
- Wrote and maintained project briefs/specs, complete with user stories and success criterias
- Maintained rapid development through textbook-trained agile processes and methodologies that allowed for frequent updates to all games, incorporating new features and bug fixes
- Scrum Master and sprint planner; ran reoccurring update meetings, syncs, reviews, retrospectives, brainstorms, and plannings

Achievements

- Launched 4 avatar-based products; a match-3 casual game, a social drawing game, a party arcade game, and an augmented reality mobile app

EDUCATION

BFA in Film Studies & BA in English
University of Colorado at Boulder



Aug 2006 — May 2010

- Graduated with honors and cumulative 3.7 GPA
- Intramural Ultimate Frisbee captain: 7 seasons
- Studied abroad at 北京大学 in Beijing, China

SKILLS & TOOLS

Project Management

- G Suite, Jira, Asana, Trello, Discord, Slack, Zoom, Agile (Scrum, Kanban, XP), Waterfall

Video & Design

- Adobe Premiere Pro, After Effects, Illustrator, Photoshop, Sketch

Development

- HTML, CSS, Javascript, Web, iOS, Android

Music

- Ableton 11, Glover and Mi.Mu Gloves