

Mo[jola]oluwa Bolaji

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EXPERIENCE

Tic Toc Games

Jan. 2017-Present

Product Manager

- Titles: Smurfs Bubble Story, Wheel of Fortune Puzzle POP!, Pop Frenzy!: The Emoji Movie Game, Funko Pop! Blitz
 - Manage live operations for games: create live-ops calendar; plan, release, and tune levels and other content (with design team); plan and run limited-time events and sales; plan, run, and analyze A/B tests on features and content
 - Monitor key performance indicators (KPIs) daily; create and present weekly KPI summary report to internal team and external publisher
 - Craft questionnaires for focus groups and playtests on the game with general and target demographics; compile findings into clear insights for team
 - Design analytics schema to be implemented by development team to track all necessary gameplay and player data for analysis
 - Collaborate with game designers on wireframes for features, especially as relating to server-control, A/B-testing functionality, and analytics tracking
 - Work with producers and game designers to prioritize features in roadmap

Disney Interactive

Jun. 2016-Dec. 2016

Product Manager

- Titles: Inside Out Thought Bubbles, Disney Emoji Blitz, Cars: Lightning League
 - Create weekly executive summary of top competitors in casual mobile games
 - Analyze results of PM team's A/B tests on game features and content
 - Collaborate with marketing on incentivized ad placement in-game
 - Provide team with qualitative feedback and insights on prospective features

EDUCATION

University of Michigan

Apr. 2016

Master of Science in Information, Human Computer Interaction

University of California, Irvine

Jun. 2013

Bachelor of Science in Informatics, Human Computer Interaction

SKILLS

Product Management: A/B tests, competitive analysis, market research, agile (JIRA), personas

User Experience: playtests, surveys, focus groups, usability studies, contextual inquiry

Tools: Swrve, DeltaDNA, Playfab, Tableau, Looker, Pensieve

Languages: Spanish, SQL, Java, HTML