

SETH EDENS

Product Owner/Producer

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SKILLS

Agile	Scrum	Jira	Confluence	Miro	Google Workspace	Microsoft Office	Slack
Rapid Prototyping		Leadership		Product Management		Workflow Development	
Market/User Research		Design	UI/UX	Empathetic	Entrepreneurial	Ambitious	

EXPERIENCE

03/2023 - Present

Remote

Product Owner/Producer

EA Sports Tiburon

Madden 23, 24, 25, 26 & College Football 25

- Responsible for Madden 25/26 Team Pass creation & management
- Confidently leads cross-functional teams from inception to completion for multiple products within the American Football live service title group
- Create & maintain yearly feature release schedule & work back calendars based on quarterly financial needs & team capacity
- Review feature design documents & edit as required based on market/user research, community feedback, team capacity, & business needs
- Create the product roadmap, manage the team backlog, & prioritize tasks & bugs into sprints to ensure the feature is delivered on schedule
- Proactively seek out & work to remove or mitigate any risks & roadblocks
- Maintain clear communication with key stakeholders on risks & opportunities for the product & deliverables

06/2019 - 03/2023

Remote

Designer/Producer

EA Sports - Tiburon

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

- Refined the artwork pipeline for content creation; from outsourcing order to in-game implementation, increasing efficiency 12x
- Designed the tools for the efficient creation of the daily store & live content updates on Madden 22 & 23
- Developed the workflow for the new vanity system in Madden 21, integrating content developers, artists, engineers, QA, & Jira into the pipeline
- Drove the iterative development of the vanity workflow for Madden 22
- Utilized market research & data analysis to inform strategic decisions for content development to best meet customer needs
- Trained & mentored a team of designers & producers on the processes & procedures of live-content development

EXPERIENCE

02/2018 - 02/2019

Cheney, KS

Owner

Ardent Path LLC

Industry 4.0 & Gamification Consultation

- Consulted with manufacturing companies on the benefits of AR/VR & other industry 4.0 initiatives
- Created road maps & presented product development scenarios to clients
- Designed, developed, & produced a mobile marketing game using Unity & assets from the asset store
- Leveraged business acumen to identify opportunities & evaluate risks in product development

ADDITIONAL EXPERIENCE

03/2018 - 11/2018

Remote

Level Designer

Forthright Entertainment

Trapped: Available on Steam

03/2017 - 02/2018

Winter Park, FL

Serious Games Developer/Product Manager

SAIC & Full Sail AR/VR Lab

VR Maintenance Simulator

08/2011 - 02/2014

Wichita, KS

Pipeline Controller

Koch Pipeline Company L.P.

Oil & Gas

10/2005 - 07/2011

Wichita, KS

Staff Sergeant

United States Air Force

Fuels Journeyman

EDUCATION

02/2018

Master Degree of Science: Game Design

Full Sail University

- Valedictorian

12/2016

Bachelor Degree of Science: Game Design

Full Sail University

04/2011

Associate in Applied Science: Logistics

Community College of the Air Force

05/2006

Associate in General Studies

Pratt community College

REFERENCE

Kevin Bailey, Production Director

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.