

Alexander Mejia

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Accomplished Product Manager, effective at creating strategic partnerships, and award-winning video game developer seeking a senior product opportunity to drive the creation of cutting-edge technologies

Experience

Dolby Laboratories, *Product Manager* – San Jose, CA

Apr 2019 – Dec 2023

Achievements

- Led **cross functional team** of 18 in collaboration with Microsoft for Dolby Vision on XBOX Series X
- Built partnership with Epic Games to broaden DirectX 12 Dolby Vision adoption for developers
- Optimized **agile development process** to increase engineering team velocity by 50%
- Drove **go-to market (GTM) strategy** of creating Dolby Vision industry adoption with top-tier gaming franchises: *Call of Duty*, *Halo*, and *Godfall*, reaching over 100 million gamers

Responsibilities

- Created **product roadmaps** to influence strategic direction with senior leaders internally and externally
- Drafted **objective key results (OKRs)** for Dolby Vision Gaming group, effectively managing stakeholder expectations and driving strategic growth initiatives
- Conducted interviews to understand **customer pain points** and convert them to actionable user stories
- Prioritized **user requirements** with engineering teams ensuring alignment with business objectives
- Identified new gaming trends and influenced ATG research to capture value in future products

Human Interact, *Product Manager/Co-Founder* – Champaign, IL

Jan 2016 – Apr 2019

Achievements

- Accelerated **minimum viable product (MVP)** production to 6 weeks securing traction with partners
- Pioneered NLP AI indie game at Microsoft BUILD, leveraging Azure AI to meet **user requirements**
- Created **GTM strategy** that garnered earned media from over 10 major XR gaming publications
- Secured partnerships with Epic Games, NVIDIA, and PlayStation boosting market visibility and reach
- Evangelized NLP AI as a business solution, resulting in over 80% cost savings to business customers

Responsibilities

- Acted as **voice of customer** by playtesting monthly to inform product improvement priorities
- Led a global team of 7 engineers and artists to work cohesively on an Unreal based XR project
- Served as face of company conducting PR and Interviews

Deep Silver Volition, *Video Engineer/Producer* – Champaign, IL

May 2008 – Feb 2017

Achievements

- Created **MVP**, eliminating 99% of capture re-work, allowing greater focus on high-quality output
- Produced award winning advertising campaigns for 6 AAA games, driving a top 10 DLC seller
- Defined and implemented studio art quality **KPIs**, reducing employee re-work on assets and improving review scores by raising the visual quality bar.

Responsibilities

- Produced weekly live stream on Twitch, engaging with community and promoting upcoming releases
- Wrote and directed compelling trailers utilizing YouTube Analytics and **user interviews**
- Evangelized and implemented HDR video pipelines, improving video quality for all platforms

Skills

Product lifecycle management, market research and analysis, cross-functional team leadership, stakeholder management, digital marketing, data-driven decision making, Agile, JIRA, A-ha, Miro

Education

Ball State University, Bachelor of Arts (BA) in Telecommunications, Muncie IN

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