

IMRAN FAROOQ

GAME PRODUCER & PROJECT MANAGER

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Seasoned Game Producer with 10+ years of comprehensive experience leading cross-functional teams and delivering successful gaming products across multiple platforms and genres. Proven track record of shipping **22+ games** from concept to launch, managing budgets, timelines, and stakeholder relationships while driving innovation in hyper-casual, mid-core, and Web3 gaming sectors.

Production Excellence: Expert in Agile/Scrum methodologies, risk management, and resource optimization. Successfully managed production pipelines for teams of developers, artists, and designers, consistently delivering projects on time and within budget while maintaining high quality standards.

22+

GAMES SHIPPED

13

APP STORE RELEASES

8

MAJOR PROJECTS LED

10

YEARS EXPERIENCE

CORE PRODUCTION COMPETENCIES

Project Management & Leadership

Methodologies: Agile, Scrum, Kanban, Waterfall

Tools: Jira, Confluence, Hack n Plan, Trello

Leadership: Cross-functional team management, stakeholder communication, budget oversight

Game Production Pipeline

Pre-Production: Concept validation, market analysis, resource planning

Production: Milestone management, quality assurance, performance optimization

Launch & LiveOps: Release coordination, post-launch support, content updates

Technical & Design Understanding

Engines: Unity, Unreal Engine

Platforms: Mobile (iOS/Android), Web, Web3/Blockchain

Analytics: Game KPIs, user acquisition, retention metrics, monetization analysis

Business & Strategy

Market Analysis: Competitive research, trend analysis, audience segmentation

Monetization: F2P models, IAP optimization, ad integration strategies

Publishing: App Store optimization, marketing coordination, launch strategies

PROFESSIONAL EXPERIENCE

Multimedia Designer & Producer

BitDelta

Led production of multiple blockchain-based Web3 gaming projects

- Spearheaded production of game features, multimedia deliverables, and UI/UX assets, ensuring alignment with creative vision, deadlines, and stakeholder requirements
- Managed multimedia asset production pipeline ensuring consistent brand delivery across all digital touchpoints
- Collaborated with development teams to optimize user interface design and user experience flows
- Oversaw sprint planning, milestone tracking, and resource allocation to deliver projects on schedule

May 2023 - June 2025
Dubai, UAE

Lead Game Designer & Production Lead

Boss Bunny Games

Led production of multiple gaming projects for mobile, while managing cross-functional teams

- Successfully delivered 8 major gaming projects from concept to launch successfully aligning with management and business objectives
- Managed production of many casual game prototypes, defining core systems and features while ensuring feasibility within scope and timelines
- Implemented Agile development processes reducing development cycles while maintaining quality standards
- Managed complete publishing pipeline for 13 games across Google Play, App Store, and Huawei App Gallery
- Monitored live KPIs, market trends, and player behavior, translating insights into production priorities for improved acquisition and retention
- Optimized App Store presence through ASO strategies, increasing organic downloads by 40% across published titles

Apr 2020 - Apr 2023
Dubai, UAE

PROFESSIONAL EXPERIENCE (CONTINUED)

Product Manager & Design Lead

Smartsol Technologies

Dec 2018 - Apr 2020
Islamabad, Pakistan

Managed end-to-end product development for story-driven mobile gaming experiences with complex narrative systems

- Produced story-based hidden-object mobile game with episodic content delivery, managing narrative design and production schedules
- Coordinated asset integration pipeline for audio, textures, character models, and animations across multiple episodes
- Developed reusable design templates and modular systems, reducing development time by 30% for subsequent episodes
- Managed project dependencies and resource allocation ensuring on-time delivery of all game episodes

Senior Game Developer

Hybrid Humans Game Studio

Mar 2018 - Nov 2018
Abu Dhabi, UAE

Rapid prototyping and production management for hyper-casual gaming portfolio

- Managed rapid prototyping pipeline delivering 10 hyper-casual game prototypes in 8 months
- Facilitated ideation sessions combining market trend analysis with creative brainstorming to identify viable concepts

Game Developer

DigitalNet Technology Solutions

Jan 2016 - Apr 2017
Lahore, Pakistan

Led development of casual mobile games while contributing to gameplay programming and design implementation

- Successfully launched solo project "Catch-O" demonstrating end-to-end production capabilities from concept to release
- Developed 2 multiplayer cultural games (Kanchay, Gilli Danda) tailored for subcontinent market, managing localization and cultural authenticity

Junior Producer & Game Developer

Paranoid Soul

Nov 2014 - Jan 2016
Lahore, Pakistan

Early career production experience focusing on rapid prototyping and third-party integration management

- Managed rapid prototype development cycles validating game mechanics and confirming technical feasibility
- Coordinated with design teams to ensure milestone deliveries and maintain project schedules

FEATURED GAME PRODUCTIONS

Race Kingdom

WEB3 • RACING • NFT

Blockchain racing platform with NFT assets and multiplayer functionality

Freej Match

MOBILE • MATCH-3 • LICENSED IP

150+ level match-3 based on popular Freej animated series with Arabic/English support

DP World Logistics Legends

MOBILE • SIMULATION • CORPORATE

Supply chain management simulation with educational logistics mechanics

Rats Party

MOBILE • BATTLE ROYALE

Fast-paced mobile battle royale with character progression systems

Chilli Swap

WEB3 • RUNNER • NFT

Endless runner with blockchain integration and collectible NFT characters

Kanchay & Gilli Danda

MOBILE • CULTURAL • MULTIPLAYER

Traditional South Asian games adapted for modern multiplayer gaming

LEADERSHIP & INDUSTRY RECOGNITION

Industry Leadership

- Global GameJam Organizer & Judge - Boss Bunny Games (2021)
- GCC GameJam Host & Organizer - Boss Bunny Games (2020)
- Community Training Program - Led specialized program for autistic students, Al-Karamah School Dubai

Awards & Recognition

- Most Creative Idea Award - Throwathon, Netsol Pakistan
- Audience Favorite Award - SDG Hackathon, National Incubation Center Pakistan
- Industry Speaker - Multiple game development conferences and workshops

EDUCATION & TECHNICAL PROFICIENCY

Bachelor of Computer Science

Lahore Garrison University | 2011 - 2015

- Project Management: Jira, Confluence, Monday.com, Trello
- Game Engines: Unity, Unreal Engine
- Analytics: Unity Analytics, GameAnalytics, Firebase
- Publishing: App Store Connect, Google Play Console
- Programming Languages: C# | C++ | JavaScript | TypeScript | HTML | CSS