ANNE WALSH

Let's bring ideas to life together

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SUMMARY

Senior Product and Production Leader with 14+ years of experience building tools, systems and player facing features for successful large-scale, global games. As a product manager, I combine my computer science background with deep production experience and a UX-first approach to translate product vision into reality. I specialize in taking ambiguous projects and creating clear roadmaps that teams can execute in the short and long term. By building alignment across engineering, design, and business needs, I make sure that even the most complex systems are engaging, easy to navigate and deliver real value to its users.

WORK EXPERIENCE

DREAMHAVEN - MAR 2025 TO CURRENT

Lead Product Manager, Publishing Platform

- Own product strategy for shared, cross-game publishing experiences including account, progression, community, and social systems supporting acquisition, engagement, and retention for multiple titles.
- Partner with game studios to integrate third-party services across early access, launch, and live operations, balancing team needs with portfolio-level consistency.
- Lead research and analysis to understand user behavior and inform feature design, roadmap priorities, and long-term publishing platform strategy.
- Establish structured product management practices to improve decision-making, cross-team alignment, and execution.

ZWIFT - MAR 2021 TO AUG 2022

Senior Product Manager, Core App Experience

- Led redesign of the core app home experience, improving navigation clarity and social activity flow across devices and usage contexts; resulting in a 37% increase in engagement and a 15.5pp increase in new-user subscriptions at launch.
- Defined quarterly roadmap updates, informed by user insights, market trends, and operational constraints to deliver value on tight seasonal timelines.
- Built cross-functional alignment with engineering, design, analytics, and marketing to ensure clear priorities, predictable delivery, and measurable outcomes.
- Managed an external development partnership from milestone planning through delivery, improving collaboration quality and on-time execution.
- Championed adoption of shared UI middleware and design systems, improving product sustainability and long-term development efficiency.

RIPPLE EFFECT (EA GAMES) - JAN 2020 TO MAR 2021

Lead Producer, Portal Game Mode in Battlefield 2042

- Led multi-disciplinary teams delivering complex gameplay features, UI, and content for a major live service release.
- Aligned feature priorities with producers and directors across teams, ensuring coherent integration within a large, interdependent production timeline.
- Communicated progress, risks, and tradeoffs to leadership, enabling timely decision-making and proactive risk mitigation.

Character Producer, Unannounced Multiplayer Title

- Partnered with creative, art, and design leadership to define thematic vision and development goals during early R&D.
- Streamlined workflows and communication across disciplines to improve iteration speed and clarity.
- Established prototyping processes that laid the foundation for scalable character development in a new IP.

RIOT GAMES - JUN 2016 TO DEC 2019

Producer, VALORANT Heroes

- Owned internal tools and content pipelines supporting a 10M+ DAU product, balancing developer efficiency with player-facing stability.
- Led a critical client update to eliminate technical debt and modernize workflows with no player-facing disruption.
- Rebooted product direction by pitching changes to leadership, realigning team focus with overall game goals.
- Partnered with the insights team to validate gameplay and visual direction, increasing confidence in audience resonance.

Development Manager, League of Legends Developer Tools

- Owned internal engine tools and content pipelines supporting a 10M+ DAU live service.
- Led a critical client update to eliminate data debt and streamline workflows with no player impact.
- Delivered a new VFX Editor that doubled content output, contributing to a 30% increase in cosmetic item sales.
- Built scalable support systems that reduced friction and unblocked teams during development and live operations.

CCP GAMES - OCT 2008 TO JUN 2014

Producer and UX Designer, EVE Online and DUST 514 Web Platform

- Owned publishing and web platform experiences supporting acquisition, engagement, and retention.
- Served as Web Product Owner, balancing priorities across marketing, community, customer support, and development.
- Led UX, UI, and content strategy for corporate and game web properties, including a full redesign of EVEOnline.com.
- Established user-centered product practices adopted across multiple teams.

SKILLS

Product Leadership: Product strategy and goal setting, portfolio roadmapping, prioritization under constraints, requirements gathering, stakeholder and executive communication, live service strategy, game publishing, customer lifecycle management.

Delivery & Execution: Agile development methodologies, backlog management, release planning, cross-team coordination, risk management, team health and performance management.

User-Centered Design: Research and analysis, personas, journey mapping, user story mapping, wireframing, prototyping.

EDUCATION

B.Sc. in Computer Science

University College Cork, Ireland & Bournemouth University, UK

Certifications

Certified Agile Product Owner & Scrum Master

ICAgile Certified Professional in Agile Fundamentals, Agile Project Management, and Agile Team Facilitation