

ANNE WALSH

Let's bring ideas to life together

CONTACT

(424) 385-1610

annewalsh@gmail.com

linkedin.com/in/annewalshpro/

PORTFOLIO

annewalsh.pro

EDUCATION

B.Sc. in Computer Science

SUMMARY

Product and team leader with 12 years of experience driving user-focused innovation in the gaming industry at studios like Zrift, EA, Riot, and CCP Games. Extensive experience leading cross-functional design and engineering teams to achieve measurable, outcome-driven goals. Enthusiastic about balancing creative design, technical excellence, and strategic product thinking to deliver fun, impactful experiences that meet user needs and business objectives.

WORK EXPERIENCE

ZWIFT – MAR 2021 TO AUG 2022

Senior Product Manager – Zrift core game features

- Led the redesign of Zrift's home experience, streamlining navigation and enabling new users to easily engage in activities with others, a key indicator for retention, resulting in a 37% increase in activity engagement and a 15.5 percentage point boost in subscriptions over the previous design.
- Defined a product roadmap that integrated user feedback, data insights, and market trends, ensuring incremental validation of hypotheses and user-focused features for the live service game.
- Built strong cross-functional partnerships with analytics, engineering, marketing, and product design teams to ensure alignment and deliver measurable outcomes within tight seasonal deadlines.
- Advocated for integration of new technologies, including UI middleware and a new design system, significantly improving long-term product sustainability, user experience, and development workflows.
- Pitched new product initiatives and improvements to broaden player engagement, contributing to the release of hand cycles and more inclusive avatar options for the game's diverse audience.

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

Lead Producer – Portal game mode in Battlefield 2042

- Led an 80+ person team to deliver the Portal game mode in Battlefield 2042, ensuring high-quality execution across multiple initiatives, including maps, game features and UI screens.
- Defined the scope and features for the custom game editor, enabling players to create and share unique game mode experiences with each other.
- Collaborated with producers, discipline leads, and development directors to align project goals, prioritize features, and integrate deliverables with the broader Battlefield 2042 timeline.
- Presented project updates, risk assessments, and mitigation strategies to studio leadership, ensuring transparency and proactive problem-solving.

Character Producer – Unreleased game in a new IP

- Led character production, collaborating closely with the creative and art directors to establish thematic goals and define product vision for heroes.
- Unified art, narrative, and game design efforts during the R&D phase by implementing streamlined communication processes and resolving gaps between leads and contributors.
- Collaborated with cross-functional teams to establish prototyping processes and workflows, setting a strong foundation for character development in the new IP.

RIOT GAMES – JUN 2016 TO DEC 2019

Producer – VALORANT heroes

- Led the evolution of a 30+ person cross-functional team from R&D into production, implementing agile workflows to establish effective systems for multiple character development pods.
- Collaborated with game design, narrative, art, animation, engineering, and QA to create production schedules, identify resource gaps, and determine scope and number of heroes for the launch roster.
- Led an initiative to reboot product vision and strategy, pitching creative design changes that aligned existing hero prototyping with the new direction and reenergized the team's trajectory.
- Built partnerships with game design and user insights team to conduct early testing and validation of character gameplay and visuals, increasing studio confidence in launch goals.
- Improved team morale and collaboration through increased transparency, sharing progress regularly and providing detailed risk management updates, building trust and shifting focus to solutions.

Development Manager – League of Legends tools and content pipeline

- Delivery lead for a highly technical team responsible for internal engine tools and content pipelines, ensuring delivery quality, release scheduling, team health, and continuous improvement initiatives.
- Oversaw the execution and release of a critical game update to address data debt in League of Legends, ensuring seamless integration for 10M+ daily active players and faster workflows for content creators.
- Managed development of the in-house engine editor, including a new VFX Editor that doubled the output of high-quality skins, increasing player retention and artist satisfaction, generating a 30% revenue boost for skins.
- Established robust support systems to unblock artists, designers, and developers quickly, enabling more efficient resolution of issues with internal tools and accelerating delivery timelines.

CCP GAMES – OCT 2008 TO JUN 2014

Producer – EVE Online and DUST514 websites

- Acted as Product Owner for multiple Agile teams, utilizing Scrum and Kanban methodologies to deliver engaging web experiences across multiple player personas.
- Balanced competing priorities and secured alignment across stakeholders in marketing, customer support, community management, and game development.
- Stakeholder for the third-party developer ecosystem and game launcher teams, ensuring integration with long term web strategy.

User Experience Designer – CCP Games corporate and game websites

- Directed UX, UI, and content strategy for CCP Games' corporate and game websites.
- Developed a new vision and product strategy for web experiences to support the expansion of the EVE IP.
- Led the redesign of EVEOnline.com from discovery to release, including facilitating design sessions, creating user journey maps, information architecture, wireframes, and overseeing visual design.
- Introduced user-focused design principles, resulting in improved usability and enhanced engagement across key web properties.

SKILLS

Product Management: Product Strategy, Roadmap Development, Prioritization Frameworks, Backlog Organization, Requirements Gathering, Metrics-Driven Decision-Making, Subscription Models, Live Service Games, Feature Adoption Strategies.

Team Management: Project Management, SDLC and Agile Development Methodologies, Release Planning, Facilitation, Cross-Functional Collaboration, Stakeholder Communication, Performance Management, Conflict Resolution, Team Culture Building, Hiring and Interviewing.

User-Centered Design: User Research, Personas, Journey Maps, User Story Mapping, Wireframing, Prototyping.

Software Tools: Trello, Favro, Hansoft, Jira, Confluence, Notion, Tableau, Miro, Figma, Adobe Premiere, InDesign, Photoshop and Illustrator.

EDUCATION

B.Sc. in Computer Science

University College Cork, Ireland & Bournemouth University, UK

Graduated: 2007

Agile Training

Certified Agile Product Owner

Certified Agile Scrum Master

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