

ELENA MACOMBER

SAN MATEO, CA 94403 • 415-722-7820 • emacomber@falcon.bentley.edu

PORTFOLIO : elenamacomber.com

SUMMARY

- **Master of Science in Human Factors and Information Design Candidate** with over ten years of product management and design experience
- Worked on wide range of products from e-commerce, video games, educational apps, to CMS
- Adapted best practices from industry-leading companies to a seed-stage startups
- Experience in all phases of product development from ideation, user research, prototyping, development, user testing, to release and beyond

METHODS & SKILLS

Design Thinking, Interaction Design, Personas, Storyboarding, Wireframing, Data Analysis, Heuristic Evaluation, Usability Testing, Figma, InVision, Sketch, Miro, Blender, 3D, VR, Unity, Photoshop, Illustrator, JIRA, Confluence, Python, HTML, CSS, JavaScript

WORK EXPERIENCE

Duality Robotics, San Mateo, CA

Sr Producer

Jan 2021 to Jul 2021

- Successfully built and launched the enterprise metaverse site, Ceromos.com - accurate and high fidelity digital twin simulator for solving real problems

Meta (via Tailored Management), West Menlo Park, CA

Content Strategist, Meta Reality Labs, Oculus App Store

Jul 2020 to Jan 2021

- Led Oculus' first country specific store content launch campaign by coordinating with cross functional teams, resulting in making Japan the second most revenue generating county after US
- Increased user engagement by developing three new editorial projects
- Established a country specific app promotion process using various metrics and metadata, resulted in increasing efficiency and decreasing biases

Google (via Vaco), Mt View, CA

Global Program Manager

Jan 2019 to May 2020

- Developed the internal CMS by gathering feedback from users and coordinated the efforts with Engineers
- Drove efficient digital art production of close to 3000 requests per year by optimizing end-to-end operations as programs scaled internationally
- Worked cross-functionally across the organization and timely delivered 19 seasonal campaigns in 11 months

GlassLab / LRNG (Merged with New South New Hampshire University), Redwood City, CA

Sr Product Manager

Oct 2014 to Jan 2019

- Produced the first math app for EkStep which is being distributed to 200 million underserved children in India to improve their education using low-end smart phones
- Led the development of industry's first collaborative problem-solving assessment game which earned five additional years of funding by Hewlett foundation
- As a head of product design and development, built and nurtured multiple, multi-disciplinary, distributed production teams
- Ensured client's requirements to be integrated into the design strategies and visual solutions

Ubisoft, San Francisco, CA

Associate Producer II

Mar 2008 to Jun 2013

- Produced 13 console and mobile games including a Wii title, 'Just Dance Kids' which sold 700% more than the forecast
- Pitched the concept and produced Gold Gym exercise game series
- Provided creative direction and feedback to ensure Game Designers and Product Managers fulfilled the product vision
- Managed third-party developers, vendors, and coordinated with globally distributed internal departments

Btrax, San Francisco, CA

Art Director

Sep 2007 to Mar 2008

- Organized creative solutions while fostering a collaborative environment that thrives on an exchange of ideas with a drive to continue learning and experimenting
- Directed and mentored web design and development team

Sega of America, San Francisco, CA

3D/UI Artist (Sonic Team USA)

Nov 2004 to Jan 2006

- Created high quality 3D models and texture and rigged models
- Designed Front End Shell (UI) and HUD

EDUCATION

Bentley University McCallum Graduate School of Business, Waltham, MA
MS in Human Factors in Information Design, *candidate*, GPA 3.90

Dec 2022

San Francisco State University, San Francisco, CA
BA in Fine Arts, Minor in Psychology, graduated Cum Laude

May 1997