

Naeem Moosajee

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SUMMARY

Enjoy working with multidisciplinary teams using research methods to help inform decisions. Highly adaptable and eager to learn more ways of improving research processes for evaluating interactive experiences.

EDUCATION

Masters of Computer Science **Oshawa, Ontario** **Aug 2014 – Aug 2016**

University of Ontario Institute of Technology – Human Computer Interaction and Games User Research

- IGDA 2015 scholarship recipient for an all access pass to GDC, studio tours, VIP Q&A seminars and luncheons
- CHI 2016 publication titled: *Games User Research for Indie Studios*
- Mindrek 2016 publication titled: *Playtesting for Indie Studios*
- Computer science representative for Graduate Student Council

Bachelor of Information Technology (Honours) **Oshawa, Ontario** **Sept 2010 – Apr '14**

University of Ontario Institute of Technology – Game Development & Entrepreneurship, minor in Marketing

- Placed on the President's List and the Dean's List multiple times
- Vice President of the Game Development Society & Leader of Scorching South Studios development team

WORK EXPERIENCE

Business Intelligence Analyst **Montreal, Quebec** **Aug 2017 – April 2018**

Budge Studios

- Conducted data analytics while remaining COPPA compliant and having a high ethical standard
- Improved processes for conducting A/B tests on all of Budge applications (50+ apps)
- Improved process for integrating telemetry for games in development
- Reported to game production and business development of key KPI's informing decisions
- Assisted marketing in paid user acquisition campaigns highlighting key KPI's
- Refined game economies for several mobile applications improving ARPD and conversion rates

Teaching Assistant: Game Design & Production **Oshawa, Ontario** **Sept 2013 – Dec 2016**

University of Ontario Institute of Technology

- Designed a new gamified experience point grading system in conjunction with the professor's goals
- Assessed 50 to 80 game design students on oral exams, tests, papers, blogs, board games and digital games
- Created assessments, performed tutorial and lecture sessions on game design theory, practical application using Unity and paper prototyping

User Researcher **Toronto, Ontario** **June 2015 – Sep 2015**

Ubisoft Toronto

- Conducted 20 player appreciation tests for titles in development and provided analysis on playtest findings
- Recruited participants that correlated with ideal persona
- Presented user test reports highlighting main issues and results from the questionnaires
- Performed qualitative analysis techniques on questionnaire responses to gather quantitative data for reports

Game & Level Designer, User Researcher (Internship) **Montreal, Quebec** **April 2014 – July '14**

Ubisoft Academia Game Lab Competition – Book Brawl

- Developed a competitive 3D multiplayer game in a 26 person team: *Across multiple dimensions 3 factions of cocky spellcasters engage in a game of cat and mouse for the possession of the ultimate tome of knowledge*
- Designed and tested core mechanics from conception to implementation and polish
- Conducted two user tests using qualitative and quantitative mixed methods to improve design

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Level Designer, User Researcher (Competition)

Oshawa, Ontario

Nov 2013 – April '14

Ubisoft Academia Game Lab Competition – Clan Combat

- Developed a competitive 3D multiplayer game in a 8 person team: *Rival aliens clash in a fierce struggle for food on an uninhabited planet their survival depends on the alliance between the primal hunters and the intelligent gatherers*
- Rapidly prototyped level designs using Unity3D and designed secondary game mechanics
- Conducted three user tests using mainly qualitative methods to improve design

Technical Support (Internship)

Shatin, NT Hong Kong

June 2013 – Aug '13

DNET Solution

- Completely redesigned and rebuilt DNET's website from the ground up following minimalist design
- Performed functional testing and demonstration of DNET products to clients and during conferences
- Participated in a sales team visiting clients across Hong Kong, running sales presentations and tech demo's
- Setup equipment and fixed broken hardware that clients had sent in for repair
- Wrote technical documentation using Adobe Illustrator and performed research presentations

Producer & Level Designer (Competition)

Montreal, Quebec

Nov 2012 – April '13

Ubisoft Academia Game Lab – Team Euphoria Origins

- Managed and organised a team of 7 students while managing day-to-day student tasks and responsibilities
- Designed and developed a 15 minute 3D prototype in UDK while staying within Ubisoft's design constraints
- Rapidly prototyped level concepts using UDK's design tools while coordinating with artists and programmers

Vice President (Volunteer)

Oshawa, Ontario

Sept 2012 – Present

Game Development Society – UOIT and Durham College

- Organised, budgeted and advertised events such as the Great Canadian Appathon, Global Game Jam, a trip to the 2012 and 2013 Montreal International Game Summit and UOIT Game Con
- Participated and conducted group activities, seminars and workshops for 20-40 society members a week

Accounting Assistant

Toronto, Ontario

May 2012 – Aug '12

SNC-Lavalin Group Inc.

- Assisted several financial analysts moving from Job Costing System (JCS) to a newer Oracle financial system
 - Took part in training seminars and taught other financial analysts how to use the software
 - Converted income statements, transfers and budgets from JCS to Oracle
- Prepared accounting journal entries using the JCS and Oracle systems
 - Using Excel for RAW data and online Oracle and JCS modules
- Consolidated and verified income statements and budgets
- Navigated the corporate extranet searching for proof of payments and prepared them for archiving
 - Requested archived files and searched through different financial reports for invoices and receipts
- Assisted several financial analysts with their day-to-day tasks
 - Wrote Excel VBA macros to automate redundant and cumbersome tasks increasing efficiency

Assistant Project Coordinator

Toronto, Ontario

May 2011 – Aug '11

SNC-Lavalin Group Inc.

- Developed monthly progress reports and other corporate documents by coordinating with several subsections of an EPCM team working on the Mina De Cobre Panama mining project
- Created complex Excel spreadsheets and developed macros and simple functions using the Visual Basic explorer
- Prepared organisational charts showing the management structure of different stages of the project
- Completed training for Microstation V8 XM
- Assisted layout engineers in marking-up and editing several engineering layout drawings
- Prepared Process Flow Diagrams using CAD software (PFD's)

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AWARDS & ACHIEVEMENTS

- IGDA 2015 Scholar
- Ubisoft Academia Best Programming Strategy trophy – Clan Combat by Team Phoenix
- Placed first at 2014 DECAU Provincials for the Business-to-Business case competition
- UOIT's Game of the Year trophy – Red Dawn by Scorching South Studios
- UOIT's Best Third Year Game trophy – Red Dawn by Scorching South Studios
- UOIT's Best Gameplay trophy – Red Dawn by Scorching South Studios
- Ubisoft Academia Best Marketing Strategy trophy – Project Euphoria by Euphoria Origins
- UOIT \$5,000 Award of Recognition for high academic achievement
- UOIT \$2,500 International Education Scholarship