MA

MICHAEL ANDERSON

DIGITAL TRANSFORMATION CONSULTANT

CONTACT

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SKILLS

- digital transformation
- user experience
- data analysis
- collaborative partnerships
- technology integration
- strategic insights

LANGUAGES

- English
- Spanish
- French

EDUCATION

BACHELOR OF SCIENCE IN COMPUTER SCIENCE, MASSACHUSETTS INSTITUTE OF TECHNOLOGY

ACHIEVEMENTS

- Increased user retention by 25% through targeted UX improvements.
- Received 'Innovator Award' for contributions to digital strategy at NextGen Gaming Advisors.
- Authored a white paper on the impact of technology on gaming trends.

PROFILE

Dynamic gaming industry consultant with a strong focus on digital transformation and user experience optimization. With over 8 years of experience in advising game developers and publishers, possesses a deep understanding of market dynamics and consumer behaviors. Skilled in leveraging advanced technologies to enhance gameplay and engagement. Known for developing comprehensive strategies that align technology with business goals, resulting in improved operational efficiencies and user satisfaction.

EXPERIENCE

DIGITAL TRANSFORMATION CONSULTANT

NextGen Gaming Advisors

2016 - Present

- Designed and implemented digital strategies that increased user engagement by 40%.
- Conducted workshops to educate clients on emerging technologies in gaming.
- Collaborated with UX/UI teams to enhance game interfaces and player experience.
- Analyzed user data to inform iterative design processes and maximize retention.
- Developed KPIs to track the success of digital initiatives across multiple platforms.
- Provided ongoing support and consultancy during game development cycles.

USER EXPERIENCE STRATEGIST

Epic Games

2014 - 2016

- Led user research initiatives to gather insights on player preferences and behaviors.
- Collaborated with cross-functional teams to develop user-centric game features.
- Utilized A/B testing to refine game mechanics and enhance user satisfaction.
- Presented user feedback to stakeholders to inform product development decisions.
- Developed training materials for teams on best practices in UX design.
- Monitored industry trends to ensure competitive advantage in user experience.