



AL SINOY

DEVELOPMENT DIRECTOR

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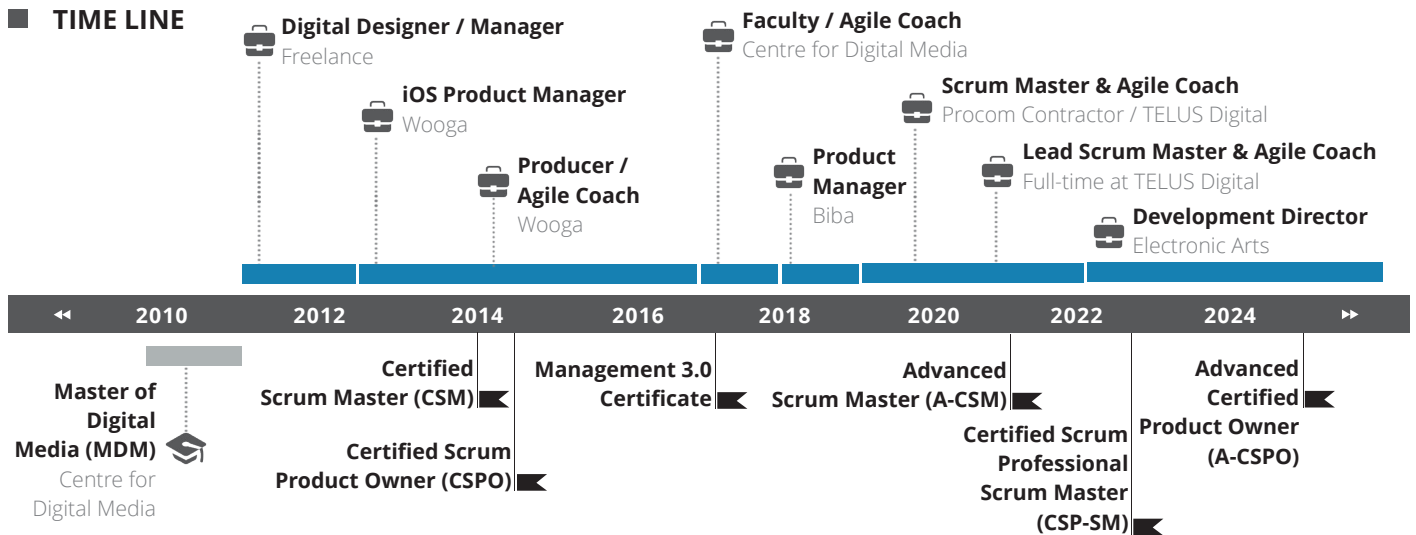
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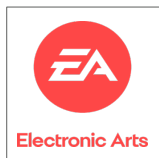
Address available upon request

- 13 years professional experience in agile management and project management for digital product development
- Expert in scrum and kanban frameworks; track record in various industries including game/app development, e-commerce and academia
- Former Senior Scrum Master & Agile Coach at TELUS Digital
- Former Product Manager of a top 10 grossing iOS game - Diamond Dash
- Currently a Development Director at Electronic Arts (EA app, Venture Projects and Publishing Tools)

TIME LINE



CAREER HIGHLIGHTS



Jan 2022 - Present Vancouver, BC

Development Director at Electronic Arts

Project and Delivery Manager for multiple mission teams to deliver high impact features for Electronic Arts - particularly for the EA app, partner projects (Epic Games and Microsoft), and the publishing tools and systems that power EA's live service operations. Key tools include: Jira, Asana, Miro, Google Suite, and EA GPT.



Jan 2019 - Jan 2022 Vancouver, BC

Senior Scrum Master & Agile Coach at TELUS Digital

Coaching and leading various squads for the Home Solutions tribe at TELUS Digital. While being assigned to three squads, I serve all the teams based on their needs with rich facilitation skills & agile consultation. Promoted to agility lead in 2021.



Apr 2012 - Dec 2016 Berlin, Germany

Product Manager, Agile Coach, Producer at Wooga

- **Product Manager** for Diamond Dash iOS. As one of Wooga's biggest successes, key responsibility was to deliver updates every month to 20+ million active users.
- **Agile Coach** company wide to shape high performing teams by educating on scrum and facilitating team retrospectives.
- **Dedicated Producer** for two projects, primarily as Scrum Master to facilitate key meetings and lead/coordinate teams.

EDUCATION



Master of Digital Media (MDM)

Centre for Digital Media, Vancouver, BC

Master's degree in technical management and agile leadership. Jointly awarded by the University of British Columbia, Simon Fraser University, Emily Carr University of Art + Design and the British Columbia Institute of Technology.

2009-2011



Multimedia and Digital Systems BSc

University of Sussex at Brighton, UK

A bachelors degree on multimedia development including programming, electrical engineering, graphic design, video production and 3d modelling. [First Class, Honors]

2003-2006

LANGUAGES

