

# AHMAD JADALLAH

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## Creative Lead, Game Developer and Studio Director

*15+ years' demonstrated success in the Software, VR, AR and Game Development fields.*

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Creative Lead, Developer and Studio Director with 15 years of experience in the video game industry. Throughout my career I hired, managed, directed and worked with both Creative Artists, Brilliant Engineers and Savvy Business Minds and Entrepreneurs from all over the world to build Interactive Experiences for Games, Animation, Multimedia, Augmented Reality and Virtual Reality applications targeting Mobile, Desktop and Next-Gen Consoles. A self-motivated professional with proven ability working in both individual and diverse team environments, showcasing a broad set of skills translatable to any high demand development position.

*Agile & Scrum / Team Leadership / Project Management / Gamification / User Interface / Application Development / Concept Design / Prototyping, Geryboxing, Vertical Slice & Mockup Development Game Development & Design/ Virtual Reality / Public Speaker / Workshops / Training / Outsourcing*

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## TECHNICAL PROFICIENCIES

**Environments / Deployments:** Windows, Mac, iOS, Android, Steam, PlayStation 3/4/5, Xbox One

**Dev Tools / Languages:** C#, Visual Scripting, Perforce, Git, Jira, Unity 3D, Unreal, Cry Engine

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## PROFESSIONAL EXPERIENCE

### Director of Development & Team Lead

*Vancouver, BC, Canada (01/2021 – Present)*

*Riyadh, Saudi Arabia (10/2010 – 12/2020)*

I am currently the Director of Development at Semaphore, Saudi Arabia's first console development studio where I directed the development and publishing of over 25 Game and Simulation experiences for the consumer, private and government sectors on a wide range of platforms such as: iOS, Android, Steam, PS3/4/5, Xbox One and Nintendo Switch. Our projects were featured by Apple, selected for Playstation Plus by Sony Interactive Entertainment, promoted by Ouya, Qualcomm, and nVidia on their sites and events. Check out more details on all our projects and the demo reel at: [semaphorelab.com](http://semaphorelab.com)

### Key Achievements:

- Helped grow the studio from day one, acquire talents, managed local and remote team members across the whole globe from Canada to the Middle East to Australia.
- Oversaw the development of the Semaphore vFramework that enabled the studio develop a wide range of multiplayer simulation projects that use game tech in a very short time in fields such as: e-commerce, exhibitons, art galleries, malls, user generated content, defence simulations, real estate, interior deisgn, and education.
- Identified, communicated and worked with development and outsourcing partners worldwide on delivering project requirements on time and on budget.
- Expertly collaborated and assisted in the presentation and promotion of leadership initiatives, driving overall organizational success.

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## **Lead Game Designer** (01/2008 – 06/2010)

*Vertex Studios FZ LLC, Dubai, United Arab Emirates (Full-Time)*

Collaborated with an expert team in the development of an elaborate, interactive, social, and interconnected 3D product that immerses the end-user in an expansive environment that utilizes Gamification concepts to significantly enhance the overall user experience. Interfaced with and assisted game designers, artists, and animators in the creation of clean user interfaces and simple, engaging, and intuitive content, interactions, and experiences to promote and implement an exciting end-user gameplay experience.

### **Key Achievements:**

- Lead a team of developers toward establishing the studio and its pipeline.
- Developed a vertical slice for a third person action game called "Timeless: Chronicles of Atlantis" targeting PC, PS3 and Xbox 360.
- Secured an investment from Intel Capital in 2009 as one of three companies selected across the Middle East.

## **Technical Manager** (05/2007 – 05/2010)

*Architeriors Design and Outfit, Dubai, United Arab Emirates (Full-Time)*

Developed and trained a core team on the use of game engines for interior design and architectural visualization purposes instead of traditional CG packages in order to save on iteration time.

### **Key Achievements:**

- Developed 3D animated walkthroughs for real estate projects.
- Developed realtime interactive walkthroughs with information panels, talking character tour guides and multimedia content.
- Developed concepts for advertising game experiences.

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## **EDUCATION**

### **Master of Business Administration – Concentration in International Marketing (Scholarship)**

American University in Dubai, Dubai, United Arab Emirates, 2010

### **Bachelor of Information Technology - Concentration in Application Development (Scholarship)**

American University in Dubai, Dubai, United Arab Emirates, 2007

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## **AWARDS, MEDIA AND ORGANIZATIONS**

- Won over 10 local, regional and international software and web development competitions.
- Featured on several TV, Radio, Magazines, Newspapers such as: BBC World, Reuters, The PC Gaming Show on-stage at E3 2016, Polygon, Kotaku, IGN, Al Sharq Alawsat Newspaper, MBC FM, Dubai TV, Sama Dubai, and many others.
- Industry speaker, panelist and game development advocate at events such as ArabNet, ComiCon, Huawei Developers Conference, Mobily Developers Conference, Beeban by Saudi Ministry of Commerce, Dubai World Game Expo and the Digital Games conference.
- IT Club President at the University leading a team of 20 students on making two 3D Animated short films.