

Jeff Marvin

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780.438.3540 (cell)

Experience

Web Development Manager, BioWare

2011 – 2015

Built internal and external teams that produced high availability single-page-application portals for game data from Mass Effect and Dragon Age. (The Dragon Age Keep was a multi-million dollar project and had a team size of 60 at its peak, in Edmonton, Russia and Vancouver). Recruited and hired web developers, managed web development team. Managed project resourcing, both insourced and outsourced teams. Shaped web team processes and best practices for product development, documentation, content pipelines, and QA.

Business Analyst, BioWare

2009 – 2011

Built a fledgling telemetry initiative to drive executive and product teams toward a business intelligence practice. Produced telemetry product features and data storage systems to support business intelligence needs. Managed a small group of internal and in-sourced projects and processes to synthesize disparate data sources into a scalable data center. Analysed web, game and financial data of online business to produce insights and reports in Tableau and Excel for a range of executive and franchise stakeholders.

Online Channel Manager, BioWare

2008 – 2009

Designed and produced innovative online features for marketing, community, and game integration, via internal development and outsourced agencies. United the community, content and engineering teams into a single group focused on growing BioWare's online community into the social web and digital distribution frontiers.

Senior Web Developer, BioWare

2002 – 2008

Led development team to successfully deliver 10 media rich product sites, hitting all deadlines for event-driven launches (E3, Tokyo Game Show). Developed award winning social web features for NWN, Jade Empire and Mass Effect sites. Commercially launched a secure digital distribution solution for full game and add-on delivery of NWN, Mass Effect and Jade Empire products.

Senior Web Developer, Pangaea Systems/Canadiana Group

1994- 2001

Architected and developed web sites and applications, conducted focus groups and usability testing, and authored site strategy and standards documents. Led the strategy, requirements specification, methodology, implementation, and quality assurance of large-scale site redevelopment projects.

Education

Certified SCRUM Product Owner 2014

Bachelor of Science, Computing Science Specialization, University of Alberta 2001

Bachelor of Arts with Honors, Philosophy, University of Alberta 1998

Development

Game Data Portals
Media-Rich Marketing Sites
Online Communities

Production

SCRUM / Agile
Team Leadership
Recruiting/Hiring
Outsourcing
BI / Data Analytics

Design

Technical Design Specification
Data Visualization / Tableau
User Centered Design
Usability Testing

Tools

PHP
SQL/MySQL
JavaScript
HTML5/CSS 3
Photoshop
Perforce/Git
JIRA/Hansoft
Excel/Word/Powerpoint

To Do

AngularJS++
jQuery
Bootstrap
Responsive Design

Game Portal Launches

[Dragon Age Keep](#)
[N7HQ](#)

Site Launches

[BioWare / Blog](#)
BioWare Store
Mass Effect (3)
Dragon Age (2)
Jade Empire (2)
Neverwinter Nights (3)
City of Edmonton
City of Calgary
Alberta Agriculture

Awards

2006 Webby Honoree
1998 Philosophy Gold Medal

Et Cetera

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