Mustafa Siyada

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Project Manager | Production, Agile Teams, F2P Strategy | Driving success through structure, creativity, and collaboration

Reliable Project and Product Manager with 6+ years in mobile games and an Agile certification. Led 40+ game launches, including Dodge Agent (10M+ downloads). Skilled in team leadership, retention optimization, and delivering high-impact F2P titles.

WORK EXPERIENCE

Good Games • Oct 2024 - Mar 2025
Product Manager   **Nantes, France**

- Led the end-to-end production of 2 Mobile Casual Evergreen titles, defining project scope, timelines, and milestones to ensure on-time delivery and consistent quality.
- Coordinated daily workflows across cross-functional teams, improving communication between design and development and reducing iteration time by 25%
- Monitored key performance indicators (KPIs) to guide game design and live ops decisions, resulting in a measurable increase in player retention.

Yayy • Mar 2019 - Aug 2024
Game Designer   **Beirut, Lebanon**

- Led the design and development of innovative entertainment and educational games, from concept to live release, contributing to a portfolio of 20+ launched titles.
- Crafted compelling characters, settings, and narratives, while scripting content and refining gameplay to maximize engagement and learning outcomes.
- Balanced in-game economies and mechanics based on analytics, increasing player retention and session duration by an estimated 15–20%.
- Pitched new game concepts and features, aligning creative direction with market trends and data-driven insights to drive design innovation.

Project Manager   **Beirut, Lebanon**

- Led cross-functional teams through the full project lifecycle, delivering 40+ games and projects on time and within scope using Agile methodologies (Scrum & KANBAN).
- Developed detailed implementation plans covering scope, schedules, and budgets, resulting in a 90%+ on-time delivery rate across 4 years.
- Coordinated internal and external resources, optimizing workflows and reducing blockers, which improved team efficiency by 25%.
- Established a structured feedback loop between design and development, fostering innovation and improving overall project outcomes without compromising quality.
- Maintained strong client relationships through regular communication and reporting, improving client satisfaction and repeat collaboration.

Unity Game Developer   **Beirut, Lebanon**

- Learned Unity and gained experience in developing Hypercasual 3D Mobile games.
- Developed 3 Hypercasual 3D Mobile games using Unity.
- Tested Games for Bugs and Performance Improvements

EDUCATION

Bachelor's degree in Computer Engineering
Beirut Arab University • Sep 2016 - Jul 2020   Beirut, Lebanon

CERTIFICATIONS

PMI Project Management • May 2025
INJAZ Al-Arab/JA MENA

Agile with Atlassian Jira • Nov 2020
Coursera

LEADERSHIP 101: ACHIEVER CAPABILITIES • Sep 2021
Al Ghurair Foundation

Mobile App User Acquisition Course by Tinuiti • Oct 2021
Mobile Action Growth University

Gamification for Interactive Learning • Jun 2025
LinkedIn

Game Design Foundations: 1 Ideas, Core Loops, and Goals • Jun 2025
LinkedIn

Game Design Foundations: 2 Systems, Chance, and Strategy • Jun 2025
LinkedIn

Game Design Foundations: 3 Pitch, Propose, and Practice • Jun 2025
LinkedIn

C++ Tutorial Course • Jun 2018
Sololearn

IC3 Digital Literacy Certification • Jan 2020
Certiport - A Pearson VUE Business

IELTS Academic • Nov 2019
IELTS Official

SKILLS

- Analytical Skills
- Critical Thinking
- Design Documents
- Game Balance
- Game Development
- Game Mechanics
- Mobile Game Development
- Mobile Games
- Performance Metrics
- Problem Solving
- Product Management
- Project Management Software
- Relationship Development
- Scrum
- Skill Development
- Software Quality Assurance
- User Experience (UX)
- Web3
- Web Development
- Working Experience