

Alaa Abusarah

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PRODUCT LEADER

Production Team Lead | Technical Production | Unity Specialist

Product Leader with 7+ years of experience leading cross-functional teams. Blends production leadership with technical expertise in Unity and AR/AI to bridge creative vision with execution. Skilled in workflow optimization, live ops, and delivering profitable, player-focused games.

WORK EXPERIENCE

Beanz - Amman, Jordan 02/2025 - PRESENT

Product Manager

Coffee marketplace platform, where I lead internal and customer-facing product development.

- Designed product features, turning business needs into actionable specifications.
- Managed backlogs and sprints, coordinating with engineering and design teams.
- Used AI-assisted workflows to accelerate product iteration and prototyping.

Shusmo Games - Amman, Jordan 07/2025 - PRESENT

Game Producer – Remote (Part-Time)

Led production for mobile games, coordinating planning and execution across a remote team.

- Improved production alignment, by coordinating roadmaps across a remote, part-time team.
- Prioritized features and managed backlogs, using agile workflows.
- Managed production tools, including Jira, Trello, Confluence, and Unity.

Hungry Mushrooms - Amman, Jordan 03/2024 - 03/2025

Production Team Lead

Led multi-disciplinary teams at a mobile game studio to deliver profitable products.

- Accomplished profitability in 3 months, by leading 20+ staff and optimizing marketing.
- Reduced cycles by 75%, by introducing Agile & Lean workflows.
- Improved scalability, by training teams on microservice design patterns.
- Increased engagement, by managing campaigns and optimizing revenue streams.

GamesCup - Amman, Jordan 11/2022 - 03/2024

Senior Unity Developer

Indie studio developing mobile games, where I guided the technical direction.

- Reduced development time by 35%, by implementing Agile practices.
- Improved productivity by 65%, by restructuring workflows.
- Lowered technical issues by 50%, by optimizing architecture.

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Stem Lap - Amman, Jordan

07/2022 - 11/2022

Senior Unity Developer

EdTech-focused studio, where I supported production of learning-based games and applications.

- Secured \$56,000 funding in 1 week, by delivering a prototype.
- Accelerated speed, by leading Unity development.
- Enhanced vision, by translating strategy into deliverables.

Tarmem - Amman, Jordan

01/2022 - 07/2022

Unity AR Developer

Delivered AR applications converting 3D archaeological designs into interactive Unity experiences.

Freelancer - Amman, Jordan

01/2019 - 01/2022

Game Developer

Developed Unity-based projects for clients, from prototypes to commercial releases.

PROFESSIONAL SKILLS

- Game Production & Agile Project Management.
- Roadmapping, Scheduling & Risk Management.
- Workflow Optimization & Lean Practices.
- Cross-Functional Team Leadership.
- Live Operations & Player Engagement.
- Data-Driven Decision Making (KPIs & Analytics).
- Communication, Reporting & Stakeholder Alignment.
- Production Tools (JIRA, Confluence, ClickUp, Asana).
- Technical Expertise: Unity (C#), AR, AI Systems.

ACHIEVEMENTS

Unity Asset Store Publishing

Developed and published production-ready Unity tools to support teams and streamline workflows.

- Improved team efficiency by providing ready-to-use production utilities.
- Enhanced scalability by introducing modular toolkits into pipelines.

Open-Source AI Framework for Unity

Created and released an AI framework that improved prototyping and in-game behavior design.

- Boosted prototyping speed by developing a reusable AI framework.
- Improved AI features by designing flexible behavior systems.

LANGUAGE COMPETENCIES

- Arabic: native language
- English: fluent (speaking, reading, writing)