

UPINDER DHALIWAL

PRODUCT DESIGN & DEVELOPMENT | INNOVATION EVANGELIST | EMERGING TECHNOLOGY – XR, REALTIME | ANIMATION DIRECTOR

A creative leader with a solid technical skill who thrives in high-growth and highpressure environments.

CORE CAPABILITIES:

- Product Strategy, Design and Development, Launch.
- Agile Product Ownership.
- Creative Product Ideation and Innovation.
- Enterprise App development.
- Uniquely skilled to understand software and creative departments requirements.
- Stakeholder Management, Change Management and Business Transformation.
- Experience in building high performance teams, managing and working with cross-cultural & multi-sourced teams - on site & offshore.
- Ability to analyse, evaluate and solve problems; and to take initiative in the workplace.
- Technical Documentation for tools and processes.

CAREER SUMMARY

ARISTOCRAT TECHNOLOGIES - 10220 Aristocrat Wy, Las Vegas, NV 89135, United States

January 2022 – To Present

MARKETING INNOVATION – PORTFOLIO OWNER

- Install/embed key platform tools for the sales and marketing teams.
- Work with internal stakeholders to analyze the needs and align marketing capabilities roadmap to strategic goals.
- Own a portfolio of marketing capabilities roadmap.
- Solve marketing capabilities-related problems, make decisions, complete trade-off analysis to stay on track towards business deliverable commitments.
- Assess value, develops cases, and prioritizes stories, epics and themes to ensure work focuses on those with a maximum value that are aligned with the marketing innovations and capabilities strategy.
- Develop and maintain an appropriately prioritized backlog of user stories for implementation.
- Develop appropriately detailed specifications for the marketing capabilities features.
- Research and analyze market, the users, and the roadmap for the marketing innovations and capabilities
- Conduct horizon scanning through organization and industry research to identify opportunities and future threats.

Projects:

- Bolt Bollion
- GoldStacks88 Boost
- GoldStacks88 Empire
- Tian Ci Jin Lu
- Choys Kingdom
- GoldStacks88
- HitItHot
- ChoyCoinDoa
- SpintGrand
- BuffaloGold
- WildPandaGold
- MissKittyGold
- Extra Bonus Wilds - LepreCoins, Wild AmeriCoins, Birds Of Pay
- Wonder 4
- LongHorn Deluxe
- GoodFortune

ASSOCIATE DIRECTOR ANIMATION

Duties:

- Provide technical direction to project stakeholders regarding the production approach and the associated development pipeline.
- Drive continual improvement in operational efficiency, ensuring that the team is strategically aligned to deliver business projects.
- Identify, communicate and resolve problem areas and risks in the production cycle and schedules.
- Research, develop & maintain art/animation pipeline for product Signage, delivering to global marketing teams.

PRODUCT OWNER – AUGMENTED REALITY PROJECT

As a Product Owner, identified a gap in customer engagement to demonstrate and experience slot games and cabinet design in an immersive experience, I was seconded to a internally funded project to lead a specialist team in orchestrate the research, development and prototyping a suite of products within #AugmentedRealty and #MixReality technology stack.

Key Accomplishments:

- Validated and qualified the engagement gap in Customer Engagement, Product Showcase, Product Research and Development verticals by partner with Commercial, Marketing and IT.
- Successfully developed **Minimum Valuable Product (MVP)** – Led an agile team to develop and launch #AugmentedRealty app for Marketing, resulting in very positive market response.
- Collaborated with Finance and IT Business Partners in developing Business Plan and Costing for global development and implementation of the product stack.
- Presented in executive level presentation and investment committee.

TEAM LEAD ANIMATION

Duties:

- Managing, Supervising and training team members based in Sydney and India.
- Recruiting and onboarding new hires in Sydney and India, conducting performance reviews and setting IDP's for team members.
- Dealing with Global Marketing and Engineering for content delivery for tradeshow and product development research.
- Identifying, evaluating and overseeing production pipeline. Documentation of new processes, maintaining tools and software for global teams.
- Working with Art Directors, Project Managers and Executive Producers to scope out work, assess technical risks and scheduling resources.
- Subject matter expert in providing technical and creative solutions on projects and pipeline.

COMMERCIAL COMPANIES:

January 2013 – October
2013

- **FUEL VFX** - 75 King St Newtown, 2042 AU
- **ALT VFX** - 120 Brookes St, Fortitude Valley QLD 4006, AU
- **MADE IN KATANA** - 18-20 Victoria St, Erskineville NSW 2043, AU
- **FLYING BARK PRODUCTIONS** - 23 Doody St, Alexandria NSW 2015, AU

CREATIVE CONSULTANT

Commercial Project - Nike Commercial

Commercial Project - Qantas Commercial

Music Video Project - Sony Music Entertainment Australia Pty Ltd

Movie Project - Blinky Bill - Animated Feature Film

Duties:

- Worked as creative artists/ Technical Director with various companies delivering Visual Effects and animation for commercials, music videos and animated feature film.
- Researched and developed custom tools and pipelines on shows for production team.

Softwares:

- Autodesk suite of application.
- Adobe suite of application.
- Research and Develop custom tools and processes on productions using Python, MEL coding language.

FILM COMPANIES:

January 2012 – December 2012

- **ANIMAL LOGIC** - Building 54 Fox Studios, 19/38 Driver Ave, Moore Park NSW 2021, AU

ANIMATOR / RIGGING - TECHNICAL DIRECTOR

Worked as Animator & Technical Director on movie projects for global audiences.

Movie Project - The Lego Movie

- Oscar Nominee.
- Winner - Best Animated Feature Film: BAFTA Award
- Winner - Best Animated Feature Film: Academy of Science Fiction, Fantasy & Horror Films, USA

Movie Project - The Great Gatsby

- Oscar Winner.
- BAFTA Award Winner.
- AACTA International Award Nominee.
- Art Directors Guild Winner.

Duties:

- Helped bring the vision of Lego toys to digital format.
- Setup & rigged digi-double characters, vehicles & props. Worked with various departments to bring The Great Gatsby movie to global audiences.
- Wrote tools and scripts for rigging department in Python & MEL.
- Researched and documented workflows for movie VISUAL EFFECTS.
- Provided support to various post production departments.

Softwares:

- Autodesk suite of application.
- Adobe suite of application.
- Custom tools and softwares developed in-house for movie production.

FILM COMPANIES:

June 2011 – October 2011

- **DR D STUDIOS** - CarriageWorks, Bays 22-24, 245 Wilson Street, Eveleigh, Sydney, NSW 2015, AU

CROWD TECHNICAL DIRECTOR

Worked as Technical Director in Crowds department bringing to life all digital characters on an Animated movie production.

Movie Project - Happy Feet 2 - Animated Movie

- Asia Pacific Screen Awards Nominee.
- Australian Cinematographers Society Winner.
- Australian Screen Sound Guild Nominee.

Duties:

- Helped bring Directors vision to life using motion capture data and digital assets.
- Worked with custom build Python & MEL scripts to generate dynamic visuals for each movie shot.
- Documented workflows for Crowds department on movie production.

Softwares:

- Autodesk suite of application.
- Adobe suite of application.
- Custom tools and softwares developed in-house for movie production.

FILM COMPANIES:

January 2011 – May 2011

- **ANIMAL LOGIC** - Building 54 Fox Studios, 19/38 Driver Ave, Moore Park NSW 2021, AU

DIGITAL ARTIST – ANIMATION

Worked as an Animator on movie projects for global audiences.

Movie Project - Harry Potter and the Deathly Hallows: Part 2

- Academy Awards, USA Nominee.
- BAFTA Awards Winner.
- Academy of Science Fiction, Fantasy & Horror Films, USA Winner.

Duties:

- In Post Production animating various characters to match live action plate for Stereo conversion.
- Provided support to rigging department for rigging digital characters and assets.

Softwares:

- Autodesk suite of application.
- Adobe suite of application.
- Custom tools and softwares developed in-house for movie production.

CONSOLE GAMING COMPANIES

October 2010 – December

- **ROCKSTAR GAMES** - Level 7, 45 Jones St Ultimo, 2007, AU

2010

TECHNICAL CONSULTANT

Console Game Project - L.A Noire

- Microsoft Xbox 360
- Sony Playstation3

Duties:

- Hands on creative working with Motion capture.
- Python and MEL developer for automation tools and scripts.

CONSOLE GAMING COMPANIES:**June 2008 – September 2010**

- **KROME STUDIOS** - St Kilda road, St Kilda 3182 VIC, AU

SENIOR ANIMATOR**Game Project** – Transformers: Revenge Of the Fallen

- Nintendo Wii
- PlayStation 2

Game Project – Microsoft Xbox360 Avatar.**Duties:**

- Animating game characters & creatures using realtime technology.
- Character rigging & developing characters gameplay logic.
- Documentation of creative workflows.
- Automation - Wrote custom MEL scripts to speed up process and transfer animation between rigs.
- Rigged characters in Maya using Krome's in-house custom Tools.
- Researched, Prototyped and Tested gameplay animations by animating & utilising in-house engine tools.

Softwares:

- Autodesk suite of application.
- Adobe suite of application.
- Custom tools and softwares developed in-house for game production.

CONSOLE GAMING COMPANIES:**March 2007 – May 2008**

- **RED TRIBE STUDIO** - Level 10, 50 Market street, Melbourne
3000 VIC, AU

SENIOR ANIMATOR**Game Project** – Space Chimps for Microsoft Xbox 360**Game Project** – Warner Bros: Looney Tunes Acme Arsenal**Duties:**

- Animating game characters & creatures using realtime technology.
- Character rigging & developing characters gameplay logic.
- Researched, Prototyped and Tested gameplay animations by animating & utilising in-house engine tools.

Softwares:

- Autodesk suite of application.
- Adobe suite of application.
- Realtime technology game engine.
- Custom tools and softwares developed in-house for game production.

CONSOLE GAMING COMPANIES:

June 2005 – March
2007

- **BINARY STAR STUDIOS** - Level 12, 19 Como street,
Takapuna, Auckland 0622 New Zealand

TEAM LEAD ANIMATION

Game Project – Hybrid –Project for Microsoft Xbox 360 and PC platforms

Duties:

- Extend and improve the animation process.
- Facilitate effective communication with both animators and programmers.
- Anticipate and investigate technical issues impeding progress of animation production.
- initiate communication, establish priorities, and problem solve animation team.
- Coach the animation team members.

Softwares:

- Autodesk suite of application.
- Adobe suite of application.
- In-house Game Engine using real-time technology.
- Custom tools and softwares developed in-house for game production.

MEDIA PRODUCTION COMPANY:

October 2002 – June 2005

- **CREST ANIMATION STUDIOS** - Crest House, Plot No.
250b, Hind Cycle Road, Worli, Mumbai, Maharashtra 400030,
India

SENIOR ANIMATOR

Jakers! The Adventures of Piggley Winks (TV Production)

- Daytime Emmy Awards Winner.
- Annie Award Winning.

Pet Aliens

- Daytime Emmy Awards Nominee.

Bratz

- Daytime Emmy Awards Nominee.

American Greetings Show (DVD Production)

Arthur And Missing Pals (DVD Production)

Duties:

- Extend and improve the animation process.
- Animate on various animated kids TV shows for global audiences.
- Anticipate and investigate technical issues impeding progress of animation production.
- Initiate communication, establish priorities, and problem solve animation team.
- Coach the animation team members.

Softwares:

- Autodesk suite of application.
- Adobe suite of application.

QUALIFICATIONS

Post-Graduation Diploma in Animation and Visual effects**2001-2002**

Vancouver Film School, Canada

Bachelor of Commerce (Major in Business Administration & Accounting)**1998-2001**

University Of Pune, India