

# UPINDER DHALIWAL

PRODUCT & INNOVATION LEADER | DRIVING ENTERPRISE-SCALE DIGITAL PLATFORMS |  
STRATEGY, EMERGING TECH, GLOBAL TEAM LEADERSHIP

## CORE CAPABILITIES:

- Product & Innovation Strategy
- Executive Communication & Vision Setting
- Enterprise App & Platform Development
- Augmented Reality, AI/ML & Emerging Tech
- Cross-Functional Global Team Leadership
- Technology Enablement
- Data-Driven Decision Making,
- Change Management & Business Transformation

## CAREER SUMMARY

ARISTOCRAT TECHNOLOGIES – Las Vegas, United States

January 2022 – To Present

### SENIOR DIRECTOR – GLOBAL PRODUCT STRATEGY & INNOVATION

#### Duties:

- Lead global product strategy and multi-year roadmap planning for the AREA suite of apps, driving Strategic Planning and alignment across enterprise teams.
- Oversee innovation and end-to-end Product Development, incubating new digital experiences.
- Build and lead high performing empowered product team, strengthening execution across functions, establishing scalable delivery frameworks.
- Influence C-suite and executive stakeholders through clear product storytelling, Executive Communication, and Insight-Driven recommendations, align product strategy to drive adoption growth and support global go-to-market execution.

### DIRECTOR GLOBAL MARKETING – INNOVATION

#### Duties:

- Design, research, develop, analyse, and suggest new technology solutions for marketing concepts.
- Collaborate with global stakeholders and advise them on their digital strategy and transformation programs.
- Run the day to day of complex initiatives – managing timely roll out of agreed strategy and managing creative and technology development and approvals.
- Oversee the development of integrated training and adoption programs based on needs of regional marketing teams.
- Conduct horizon scanning through organization and industry research to identify opportunities and future threats.

#### Projects:

- AREA Sales App (Patent of the Year)
  - Ground-breaking industry first Marketing/Sales platform designed from grounds up for our global teams.

- **AREA for Operators** – Leading the customer-facing expansion of the app, potential launch June 2026.
- **Augmented Reality Digital Poster**
  - First of its kind for industry, leveraging Augmented Reality (AR) to create interactive posters for NFL slot games by Aristocrat Gaming.
- **Secret Squirrel Project**
  - Leveraging AI/ML

## MARKETING INNOVATION – PORTFOLIO OWNER

### Duties:

- Install/embed key platform tools for the sales and marketing teams.
- 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.
- Conduct horizon scanning through organization and industry research to identify opportunities and future threats.

### Projects:

- **AREA Sales App**
  - Ground-breaking industry first Marketing/Sales platform designed from grounds up for our global teams.
  - Patent of the Year Award
- **Secret Squirrel Project**
  - Leveraging digital twins & wayfinding technology.

ARISTOCRAT TECHNOLOGIES – Sydney, Australia

November 2013 – December 2021

## 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 #AugmentedReality 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 #AugmentedReality 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:

- Built & coached high-performance team 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 tradeshows and product development research.
- Documentation of new processes, maintaining tools and software for global teams.
- Working with cross-functional stakeholders to scope out work, assess technical risks and scheduling resources.
- Subject matter expert in providing technical and creative solutions on projects and pipeline.

### 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

## 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.

### Software's:

- 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 postproduction departments.

**FILM COMPANIES:****June 2011 – October 2011**

- **DR D STUDIOS** – Carriage Works, 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 Director's 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.

**Software's:**

- Autodesk suite of application.
- Adobe suite of application.
- Custom tools and software's 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 Postproduction animating various characters to match live action plate for Stereo conversion.
- Provided support to rigging department for rigging digital characters and assets.

**Software's:**

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

**CONSOLE GAMING COMPANIES****October 2010 – December 2010**

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

## 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.

#### Software's:

- Autodesk suite of application.
- Adobe suite of application.
- Custom tools and software's 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.

### Software's:

- Autodesk suite of application.
- Adobe suite of application.
- Realtime technology game engine.
- Custom tools and software's 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.

### Software's:

- Autodesk suite of application.
- Adobe suite of application.
- In-house Game Engine using real-time technology.
- Custom tools and software's 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.

**Software's:**

- 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)**

University Of Pune, India

**1998-2001**