

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 tradeshow 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
- SpinItGrand
- 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)

1998-2001

University Of Pune, India