

Alexander Mejia

San Jose, CA | me@alexandermejia.com | [LinkedIn](#)

AI Product Manager, award-winning video game developer, and passionate gamer with a proven track record of creating transformative, visionary technologies that reshape gaming experiences.

Experience

Startup in stealth, **Chief Product Officer** – San Jose, CA – 1 Year

Jan 2024 – Current

- Drove company and product strategy resulting in a focus on an easy to use agentic AI platform that combined our expertise in virtual humans in uncharted markets leading to new opportunities
- Enabled product scalability by implementing a local NLP solution **achieving a latency reduction by 78%** and improved player intent accuracy scores by 12%
- Established and tracked KPIs for intelligent **voice driven avatars** utilizing open source LLM models

Dolby Laboratories, **Product Manager** – San Jose, CA – 4.75 Years

Apr 2019 – Dec 2023

Achievements

- Championed Dolby Vision's expansion into gaming by successfully pitching a **\$45mm ARR opportunity** in the PC/Console gaming space, securing executive buy-in and establishing gaming as a growth area
- Led **cross functional team** of 18 in collaboration with Microsoft to deliver Dolby Vision on Xbox Series X
- Built partnership with Epic Games to broaden DirectX 12 Dolby Vision HDR adoption for developers
- Created portfolio of Dolby Vision products geared towards AAA, Indie, and Unreal game developers
- Optimized **agile development process** to increase engineering team velocity by 50%
- Drove **go-to market (GTM) strategy** of creating Dolby Vision industry adoption with top-tier gaming franchises: *Call of Duty*, *Halo*, and *Godfall*, reaching over 100 million gamers

Responsibilities

- Drafted **objective key results (OKRs)** for Dolby Vision gaming group.
- Identified new gaming trends aligning ATG research to capture future opportunity in research

Human Interact, **AI Product Manager/Co-Founder** – Champaign, IL – 3.33 Years

Jan 2016 – Apr 2019

Achievements

- Redefined immersive storytelling by pioneering the first **NLP AI VR game**, *Starship Commander: Arcade* leveraging cutting edge Microsoft Azure NLP and NLU APIs
- Secured partnerships with Epic Games, NVIDIA, and Microsoft delivering over \$150K in resources
- Created **GTM strategy** that garnered earned media from over 10 major XR gaming publications

Responsibilities

- Acted as **voice of customer** by playtesting monthly to inform product improvement priorities
- Led a global team of 7 engineers and artists to work cohesively on an Unreal based XR project
- Served as the face of the company, managing PR, and thought leadership through the industry

Deep Silver Volition, **Video Engineer/Producer** – Champaign, IL – 8.83 Years

May 2008 – Feb 2017

Achievements

- Built deep connections with gaming communities through **weekly livestreams** gathering real-time feedback to shape development priorities
- Produced award winning advertising campaigns for 6 AAA games, driving a top 10 DLC selling game
- Defined and implemented studio art quality **KPIs**, improving asset review efficiency, raising our internal quality bar contributing to higher review scores

Skills

Gen AI Innovation, Virtual Human Technologies, Strategic Product Leadership, Gamer Psychographic Analysis, Live Streaming Community Engagement, Go-to-Market Strategy, AI and Gaming Ecosystem Development

Education

Ball State University, Bachelor of Arts (BA) in Telecommunications, Muncie IN

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