

ALEX COWARD

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A versatile multimedia producer with ten years of hands-on experience in the design and manufacture of video games and web productions. These projects generated \$500 million in revenues. Expertise includes outstanding production, outsourcing, localization, web design, game production, vendor selection, troubleshooting, budget management and scheduling skills. Possesses an excellent knowledge of video games and its industry.

EXPERIENCE

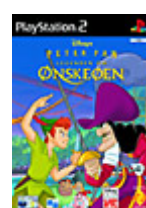
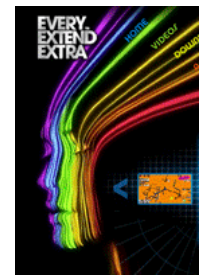
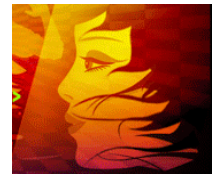
The Walt Disney Company, Disney Interactive Studios, Glendale, California

2001-2007

Producer, Localization (2003-2007)
Production Supervisor (2002-2003)

Collaborated with game developers to identify areas that needed localization for up to 20 languages. Managed foreign translations, working with ten agencies located in Asia, Europe, Scandinavia, South America and China, for Disney Interactive Studios, a \$690 million business unit that publishes licenses and distributes games for children and adults. Supervised four linguistic reviewers.

- Eliminated foreign lead time for product releases from six months to a simultaneous launch, improving revenues by up to 75% for each release.
- Oversaw and managed products that generated more than \$250 million in foreign markets.
- Managed crisis teams for on-site localization problems.
- Created a proprietary management tool that tracked updates and changes to all localized game-related assets, permitting tighter control over localization planning during game development. This tool significantly improved quality control and reduced review time from days to minutes.
- Consistently met every street date release on budget for more than 400 titles.
- Produced Disney's first Mandarin Chinese games, which were introduced to mainland China and Taiwan in 2003.
- Coordinated the dubbing of U.S. feature game-related movies using a B-cast in local regions.
- Pioneered the introduction of Mass Transit software for the transmission of large game files around the world.
- Revamped the *Monsters, Inc.* PS1 game to accommodate localization into Korean.
- Created a new system of online captured assets for global game reviews, saving time and money on shipping to accommodate very tight production schedules.
- Managed voice-over integrity for international localization, saving more than \$500,000 annually.
- Instructed three localization producers to edit audio files as needed and on how to play different genres of games.
- Added and edited voice, music and effect files for lip-synching purposes.



Magnet Interactive, Inc., Los Angeles, California

1999-2001

Producer

Originally hired to localize two video games, *Fly* and *Diakatana*. Subsequently, scheduled and budgeted new and existing projects. Managed the production of websites for Texas Instruments, Nissan/Infinity Motor Corp., Crania Mania and several smaller firms for a privately owned CD multimedia and web production company.

- Created and maintained information as well as project architecture, budgeting and scheduling of up to \$4 million projects.
- Localized video game and web materials into European, Japanese and Latin American languages.
- Wrote and reviewed functional specifications for websites and software applications.
- Determined website information architecture needed for the Texas Instrument's site re-design project.
- Met deadlines on a simultaneous international release schedule.
- Supervised all aspects of project management and resource allocation for each project.
- Coordinated outside services, including production firms, editing facilities and recording studios.
- Dealt with client issues on each project.

International Communications, Inc., Framingham, Massachusetts

1997-1998

Project Manager

Supervised localization operations for an ISO 9002 service company specializing in translating and publishing documentation for operating manuals and hardware worldwide. The company was privately owned with revenues of \$100 million.

- Managed the localization of five projects for Adobe, Ericsson and Hewlett Packard.
- Led cross-functional teams, including engineering, testing, online help and user documentation, and monitored project progress vs. deadlines.
- Prepared monthly forecasts based on work-in-process and available production staff.

The Walt Disney Company, Disney Interactive Studios, Glendale, California

1996-1997

Software Production Supervisor (1997)

Software Production Administrator (1996-1997)

Researched editing, dubbing and quality assurance vendors in England and engaged three to provide localization services in support of the *Hercules* PSX video game. Worked on-site with each vendor in adapting the video game into fourteen languages for Denmark, Sweden, Norway, Finland, The Netherlands, France, Germany, Italy, Spain, Brazil, the United Kingdom and Portugal. Created and met project schedules and deadlines.

- Oversaw scheduling, delivery and production of localized and non-localized movie assets.
- Negotiated and solved problems with international regions of Disney Worldwide.
- Created playable interactive video game demos for each country.
- Edited video DAT, AVI and WAV/AIFF file formats, including duplication and dubbing of assets.
- Knowledgeable in PAL and NTSC Sempte time codes for audio and video in all formats.

PRIOR EXPERIENCE

Managed inventory and office operations for a consumer products retailer. Installed and set up an automated inventory system that controlled 2,500 SKUs.

EDUCATION

Woughton College, Kingsington, Milton Keynes, England

National Association Degree, Business