



Yasmeen Abbas

Senior Product Manager with over 10 years of industry experience in free to play games targeted for Global and MENA markets

ACHIEVEMENTS



Portfolio

<https://yasmeenabbas.space/>

SKILLS

- Communication
- Game Development and Publishing
- Project and Product Management.
- Game and Economy Design
- Data Analysis
- Game UI/UX
- User Acquisition

Tools: Ai; **Replit, Eleven Labs, Claude, Gemini**, Open Ai, Magnific. Adjust, Amplitude, ApplovinMax, Jira, Appsflyer, Miro, and other AI tools, SensorTower, Data.Ai, Asana, Notion Google play and Apple App store.

EXPERIENCE

Product Lead

Kammelna Gaming Group, Dammam | Jan 2026 - Present

Leading a new party game project targetted for Tv & Web Platforms

Product Manager

Sandsoft / Ajlan & Bros, Riyadh | Mar 2023 - Aug 2025 (Closed)

- Managed product lifecycle for 6 mobile games, owned 3 Games Soft launch to Global Release (ARPG, Puzzle, HybridCasual, TD)
- Managed SDK integrations for 3 games.
- Defined product KPIs based on benchmarks and by using a forecasting tool to model three scenarios.
- Collaborated with marketing teams to produce UA creatives.
- Managed releases on Apple App Store and Google Play Store.
- Built game roadmaps to plan features, updates, and releases.
- Delivered 20+ game evaluations and market analysis reports.
- Conducted MBR, QBR, and Weekly Project Syncs.
- Scouted titles for publishing using ST and WeChat Mini Games.

Product Manager

Boss Bunny Games, Abu Dhabi | Jan - Dec 2022 (Closed)

- Managed Product lifecycle for two Casual IP Games.
- Prepared roadmaps for feature planning.
- Led ASO strategy for both stores.
- Market Research Analysis using Data.Ai.
- Conducted Arabic-English localization for all Games.

Game Producer

Mena Mobile, Abu Dhabi | Jun 2020 - Jan 2022 (Closed)

- Managed the Game Publishing team
- Prepared roadmaps for feature planning.
- Managed two Games 4X SLG & Racing
- Handled ASO and store featuring
- Scouted mobile games for MENA publishing

Q/A Team Lead

Maysalward, Jordan | Apr - Jun 2020 (short term, mutually agreed)

- Managed ASO across 5 titles.
- Provided devs with briefs for 5 card and casual Games
- Trained two QA team members

INTERESTS

- Mobile Games: Clash Royale, Squad Busters, Kingdom Rush, Roblox, Punko.io
- Console Games - Co-op & Adventures: It takes two, Journey, Short Hike, Overcooked, and more.

CONTACT

- 🏠 Dammam - Saudi Arabia
- ☎ +966 558733266
- ✉ yasmin.abbass@hotmail.com
- 🌐 <https://bit.ly/YasmeenLinkedin>
- 💬 WeChat ID: wxid_1ofw3izg43iv12

REFERENCES

References available upon request.

EXPERIENCE

Product Manager Play3arabi , Jordan | Sep 2015 - Jan 2020 (Closed)

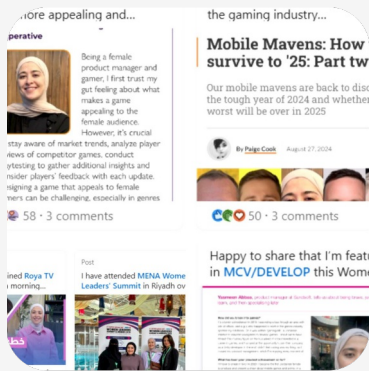
- Managed product lifecycle and launches for 3 SLG Games.
- Managed releases on Apple App Store and Google Play Store
- Coordinated Apple, Google & Huawei featuring
- Managed localization, A/B testing, and store assets
- Collaborated with devs on changelogs & build approvals
- Led a team of 5 in live ops & community management
- Planned in-game events to boost engagement & revenue
- Managed social media, live streams & customer support

Unity 3D Developer Intern Tamatem , Jordan | Jun - Aug 2015

- Developed a Demo Runner Game using Unity Engine.

MEDIA COVERAGE

- **Featured in:** GamesForum, PocketGamer.biz, MCV/DEVELOP Rising Star in Women's Day.
 - **Producer & Presenter:** Gaming segment on **Roya TV** (2020)
 - **Guest speaker:** Al Mamlaka TV (2022), on **Roya TV** (2025)
 - **SheJams Ambassador** 2025.
 - **Participant:** MENA **Women Leaders' Summit** (2025)
- All links are available on my profile: <https://bit.ly/YasmeenLinkedin>



EDUCATION

Hashemite University Jordan | 2010 - 2014

Bachelor's Degree in Computer Science.