

Rachel Barnum

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SUMMARY

Video game professional with 10+ years of experience driving cross-org execution across gaming and enterprise environments. In the past 4+ years, I've owned PC live-service features and platform-adjacent systems (social services, tooling, and operational readiness), turning player needs into clear roadmaps, requirements, and measurable outcomes.

CORE SKILLS

- **Project & Program Management:** Feature definition, cross-functional management, requirements and briefs, competitive analysis, KPIs, process scaling, stakeholder alignment, launch readiness, sprint planning
- **Gaming & Technical Systems:** Game design, trust & safety tools and policy, social & identity systems, multiplayer systems, console certification readiness (Xbox/PlayStation), performance & reliability considerations
- **Tools:** Proprietary game engine (Azoth), Jira, Asana, Confluence, Excel, telemetry (Kibana), analytics tools (Tableau, Quicksight, internal tools)

KEY ACHIEVEMENTS

- **Led cross-functional support readiness for a global game launch serving 900,000+ concurrent users**, aligning engineering, support, moderation, and leadership teams to ensure platform stability and player trust.
- **Owned roadmap and delivery for large-scale social and gameplay systems in video games**, including a game mode played by 240,000+ players, improving engagement and creator ecosystem visibility.
- **Built scalable Trust & Safety and moderation frameworks adopted across multiple game launches**, enabling consistent content enforcement and player safety standards.
- **Designed and operationalized telemetry dashboards** to improve detection of player issues, content abuse, and systemic friction, reducing response times and improving platform health.
- **Built studio-wide planning and documentation frameworks** that reduced ambiguity, clarified ownership, and improved delivery predictability.

EXPERIENCE

AMAZON GAME STUDIOS - IRVINE, CA

Product Owner, Social & Lifestyle – Lord of the Rings MMO

Oct 2024 – Oct 2025

- Owned multi-year roadmap and KPIs for social systems (community, chat, housing), aligning engineering, design, and production through structured planning and prioritization.
- Partnered with design and studio leadership to maintain alignment between team priorities and business goals through strategic briefs, design reviews, and recurring team rituals.
- Led the execution of social requirements during a major server architecture transition, ensuring seamless community features within a unified regional world.
- Defined scalable requirements for identity and group services, conducting AI-assisted competitive analyses and partnering with technical leadership to secure alignment and engineering investment.

Senior Game Designer, Social – New World

Mar 2022 – Oct 2024

- Led end-to-end delivery of major social and gameplay features and systems within a PC-first live-service game, coordinating design, engineering, live operations, and product through structured planning and processes.
- Feature owner of Influence Races, a large-scale PvP tower-capture mode played by over 240,000 players, including feature design, requirement prioritization, playtest coordination, telemetry dashboard creation, and launch support.
- Designed and launched Leaderboards, including continuous improvements such as seasonal reward updates.
- Owned social features for console launch, ensuring readiness for Xbox and PlayStation certification requirements through cross-discipline coordination.
- Served as cross-functional point of contact for social feature releases, coordinating communication across community, technical, and executive teams.
- Standardized documentation frameworks to improve cross-team alignment and reduce downstream delivery risk.

Program Manager, Player Experience Lead – New World

Jan 2021 – Mar 2022

- Built Trust & Safety operational strategy and tooling for a global PC game launch (New World), establishing KPIs, scalable moderation workflows, and vendor processes.
- Coordinated live-service programs during peak concurrency of approximately 900,000 players, resolving blockers, escalating critical issues, and ensuring effective communication between leadership and development teams.
- Operationalized the use of telemetry (Kibana) and built dashboards to pinpoint player issues, analyze bot behavior, and identify players impacted by live-service and operational issues, speeding up response and resolution.
- Instituted daily operational rituals and knowledge management systems to support distributed teams.
- Created customer service tooling requirements and escalation processes that reduced duplicate work and improved response efficiency.
- Served as primary escalation point for content creators during major events such as launch, creating escalation workflows through Discord.

Program Manager, DEI

Oct 2019 – Jan 2021

- Built studio-wide operating mechanisms, communication strategies, and frameworks for diversity and inclusion initiatives.
- Served as a founding board member of Amazon's Women in Games organization, helping scale engagement programs across Amazon's multiple game-related businesses.

AMAZON | SEATTLE, WA

Program Manager, Learning Experience – Books & Retail

Feb 2018 – Oct 2019

- Led cross-organizational training programs and developed curriculum frameworks for store operations and sales enablement, including an overhaul of product launch training improving associate confidence and new product sales.
- Using adult learning principles and collaborating with subject matter experts, designed storyboards, in-person training, and developed eLearning using Articulate Storyline and Rise.
- Created a new project workflow and annual roadmap using Asana for the learning design team, greatly speeding up production and allowing for flexibility in new requests and requirements.

FINRA | ROCKVILLE, MD

Lead Training Specialist, Regulatory Services

Jul 2015 – Jan 2018

- Owned the development and rollout of organization-wide change management training programs, earning FINRA's Premier Achievement Award for delivering a high-impact, enterprise-level initiative.
- Managed timelines with designers, subject matter experts, stakeholders, and contractors using Microsoft Project. Presented solutions to high level leadership. Created rituals such as stand ups and regular contact emails to maintain communication and move projects forward.

WEEJEE LEARNING | WASHINGTON, DC (REMOTE)

Creative Project Manager

Jun 2014 – Mar 2015

- Owned the relationship, budget, and project management of high budget (\$500k+) eLearning projects for major clients such as Genworth, GSA, and American Heart Association.
- Created and managed projects using Microsoft Project, presented solutions to leadership and clients, and project managed cross-functional teams (engineering, learning design, graphic design, and quality assurance) successfully, on time and often under budget.

EDUCATION & CERTIFICATIONS

Atlassian

Agile Project Management Professional Certificate

North Carolina State University | Raleigh, NC

Science, Technology, & Society, B.A.