

BENJAMIN MERRICK

Senior Producer / Technical Producer
Leamington Spa

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PROFILE

Experienced leader in games engineering and production with extensive contributions to the release of 17 AAA console and PC games. Recently served as Senior Producer at Build A Rocket Boy, leading production for UI/UX and world-content teams. Previously, as Technical Product Director at Creative Assembly, drove strategic advancements for the acclaimed Total War franchise. Over 20 years at Ubisoft, contributing critical creative breakthroughs to iconic open-world franchises such as DRIVER, Watch_Dogs, Ghost Recon, Far Cry, and Assassin's Creed.

With a strong foundation in engineering and production, I specialise in providing targeted leadership interventions to navigate and resolve challenges in complex or problem projects. My focus on building effective relationships enhances team dynamics, re-energises underperforming teams, and fosters stakeholder engagement to drive tangible progress and deliver impactful results in game development.

KEY SKILLS & COMPETENCIES

- **Leadership & Team Management:** Experienced in guiding cross-functional teams to deliver high-quality results using a supportive leadership style.
- **Communication:** Delivered BAFTA Masterclasses and Ubisoft conferences, sharing expertise on game mechanics and production.
- **Product Management:** Accomplished defining product strategies, creating roadmaps, and establishing partnerships to achieve business goals.
- **Technical & Production Expertise:** Over a decade of production leadership underpinned by over a decade as a software engineer.
- **Creative solution-orientated thinker:** Experienced in overcoming complex challenges to build consensus and deliver effective solutions.

CAREER HISTORY

Senior Producer | Build A Rocket Boy, Edinburgh(Remote) | Sep 2024 – Dec 2024 (3 Months)

Projects: MindsEye

- Oversaw UI/UX and world content team production, streamlining workflows by organising and updating JIRA backlogs and structuring tasks with the product roadmap and delivery timeline.
- Identified and resolved UI/UX team capacity challenges by reallocating resources, reducing scope risks, and maintaining project momentum.
- Managed cross-discipline teams, refining bespoke pipelines to ensure clear communication, alignment, and delivery of assets and features.

Technical Product Director | Creative Assembly, Horsham | Jan 2024 – July 2024 (7 Months)

Projects: Total War franchise

- Directed and mentored 6 Product Owners, shaping technology development to support product strategy and increasing the quality and speed of development for future Total War games.
- Evaluated 6 complex technologies, identifying opportunities, streamlining the product strategy and optimising the delivery schedule.
- Initiated a product-focused development approach, increasing the visibility of shared technologies and fostering better team coordination.

Technical Account Director | Creative Assembly, Horsham | Oct 2023 – Dec 2023 (3 Months)

Projects: CA Live Services

- Researched AWS platform technologies (EC2, VPC, S3 EBS, DynamoDB, RDS, and others) to enhance product solutions, improving product understanding.
- Facilitated discussions on future technology with the team, tailoring bespoke processes and software solutions with the studio's strategic goals.
- Evaluated and refined the existing product vision, contributing to a more cohesive understanding of product direction within the company.

Producer | Ubisoft Leamington, Leamington Spa | 2019 – Sep 2023 (4 years)

Projects: Multiple unannounced projects

- Directed cross-project vehicle middleware technology, developing the product and team to deliver value to Ubisoft's open-world AAA titles.
- Planned and coordinated the technology consolidation into Ubisoft Technology tools, facilitating team collaboration with the Technology Group in Montreal, Canada.
- Implemented a CI/CD approach, streamlining software releases, reducing risks to AAA projects, and accelerating middleware delivery times by 60%.

Producer | Ubisoft Reflections, Newcastle upon Tyne | 2018 – 2019 (1 year)

Projects: Starlink: Battle for Atlas, Watch_Dogs: Legion, multiple unannounced projects

- Reformed the Vehicle Middleware team with a new scope, crafting a new project vision, defining strategy, deliverables, and milestones, and managing the project budget.
- Appointed to address critical challenges on Starlink: Battle for Atlas, Crimson Moon DLC.
- Negotiated scope reductions with key stakeholders, enabling on-time delivery while maintaining quality.

Vehicle Realisation Expert | Ubisoft Reflections, Newcastle upon Tyne | 2014 – 2018 (4 Years)

Projects: Tom Clancy's The Division, Ghost Recon: Wildlands, Assassin's Creed Syndicate

- Orchestrated the growth of the Vehicle Middleware Team, enhancing internal reputation and securing more clients by assuming a Creative Direction role, responsible for project vision and client collaboration.
- Defined and scoped creative content collaboration for Watchdogs 2, Ghost Recon: Wildlands, Far Cry 5, Far Cry 6, and Watchdogs: Legion, ensuring project goals.
- Coordinated developing and extending internal tools, improving delivery capabilities and maintaining high-quality output.

Producer | Ubisoft Reflections, Newcastle upon Tyne | 2012 – 2014 (2 Years)

Projects: ESPN Sports Connection, Watch_Dogs, Ghost Recon: Wildlands, Assassin's Creed: Syndicate

- Instigated a new shared technology team, growing it from 3 to over 60 developers, and secured collaborations on ESPN: Sports Connection, Ghost Recon: Wildlands, and Assassin's Creed: Syndicate.
- Spearheaded my proposal for a new technology team, including vision, competitor analysis, scope, and budget, ensuring the continuation of Ubisoft's reputation for vehicle gameplay.
- Secured successful collaborations with Ubisoft Barcelona, Ubisoft Paris, and Ubisoft Montreal, ensuring middleware was game engine- and physics engine-agnostic.

Engineering Manager | Ubisoft Reflections, Newcastle upon Tyne | 2011 – 2012 (1 Year)

Project: Watch_Dogs

- Headed the management and recruitment of the studio's engineering team, improving productivity by 20% and reducing attrition by 15%.
- Oversaw cross-functional communication and collaboration between development teams, ensuring successful parallel delivery of multiple projects.
- Structured collaborations with external teams and studios to adhere to Ubisoft's engineering vision, enhancing project coherence and quality.

Vehicle Team Lead | Ubisoft Reflections, Newcastle upon Tyne | 2008 – 2011 (3 Years)

Project: Driver: San Francisco

- Managed the cross-discipline Vehicle Development Team, delivering the critically acclaimed vehicle experience for Driver: San Francisco, ensuring high-quality output and adherence to tight deadlines.

Early Professional Experience | Various | 2000 – 2008 (8 years)

Projects: Rocky, Street Racing Syndicate, Driv3r, Driver Parallel Lines, Driver: San Francisco

- Worked as a Gameplay and Tools Programmer for Rage Games, Eutechnyx, and Ubisoft Reflections, contributing to titles including Rocky, Street Racing Syndicate, Driv3r, and Driver: Parallel Lines. Developed and maintained core gameplay systems, tools pipelines, and vehicle handling technologies, delivering innovative solutions to meet challenging deadlines.

EDUCATION & PROFESSIONAL DEVELOPMENT

- [Leadership training with Olivier Mythodrama](#) (2019)
- BAFTA Scotland Masterclass - “Driving Forward Vehicle Mechanics” (2016)
- Ubisoft internal Leadership Training courses (various, 2011-2023)
- BSc (Hons) Computer Science - Durham University (1997-2000)

PUBLISHED TITLES

Ubisoft

StarWars Outlaws (2024), Far Cry 6 (2021), Hyper Scape (2020), Watch_Dogs: Legion (2020), Starlink (2018), Far Cry 5 (2018), Ghost Recon: Wildlands (2017), Watch_Dogs 2 (2016), The Division (2016), Assassin’s Creed: Syndicate (2015), Watch_Dogs (2014), ESPN Sports Connection (2012), Driver: San Francisco (2011).

Atari

Driver: Parallel Lines (2006), Driv3r (2004).

Rage Software

Rocky (2002).