

Miranda Chao

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Product manager and indie game developer with a passion for the intersection of art and technology. I build products with principles.

EXPERIENCE

Xbox Senior Product Manager: 2021 - 2026

Led product strategy in the Xbox membership space to expand player reach of Xbox worldwide. Previously led strategic direction for Xbox storefronts and acquisition flows across all Xbox endpoints.

- Led engagement strategy to increase retention in the Game Pass subscriptions space, focusing on increasing tenure for early adopters by building delightful experiences to motivate continuous gameplay
- Led strategy and execution of all-up regional expansion efforts for Game Pass and Xbox across all experience endpoints, with strong expertise in the China market
- Defined strategy and execution to support the Xbox storefront space, ranging from product detail experiences, to purchase, to post-purchase engagement, delivering \$145M in incremental store revenue in FY24 alone
- Led Activision Blizzard acquisition efforts to meet compliance with international competition regulators such as the UK CMA and European Commission

Microsoft Product Manager 2: 2018 - 2021

Led direction and execution on templates experiences and premium content upsell in the Microsoft 365 suite.

- Guided initial concept ideation for M365 Designer, an AI-driven templates platform for independent content creators
- Led the feature release and upsell funnel optimization of a freemium template content model for M365 subscriptions
- Worked on gamifying interactive learning experiences within the Office help and support space

Activision Blizzard UI/UX Intern: Summer 2018

UI/UX intern at Vicarious Visions, working on Destiny 2 to expose lore, collection completion, and player achievements in game UI.

- Examined game design techniques to ease integration of new players into established gaming communities
- Designed and prototyped a user experience within Destiny 2 to focus on story, discovery, and completion incentives

EDUCATION

Brown University, Class of 2018
BS Computer Science, Visual Arts

SOFTWARE EXPERTISE

Productivity tools:

Microsoft 365 suite
Azure DevOps
Github

2D and painting:

Figma
Photoshop
Illustrator

3D and animation:

Blender
Maya
Unity
AfterEffects

DEVELOPMENT SKILLS

Proficient in:

HTML/CSS, C#, Git, Python, Java, C++

Familiar with:

C, Javascript

INTERESTS

Video games and storytelling:

Immersive digital experiences including video games, interactive fiction, experimental animation

Art and illustration:

Practicing digital artist
Comics and storyboarding