Ivan Petrović

Director / Producer

10+ years of experience in driving the development and delivery of high quality immersive and interactive user experiences across multiple platforms.
Strong background in storytelling from film directing, combined with a successful record in game production and digital product management.

WORK EXPERIENCE

Senior Digital Product Manager   2017 – Present
Lottomatica Group

Leading development and growth of Italy's premier live sports-betting platform, with focus on web and mobile channels.
I transformed the retail-oriented company's basic white-label website into a sophisticated digital ecosystem, driving digital sales to surpass retail turnover.

- Prioritizing projects to keep our flagship product a long-term, go-to solution for users
- Launched a native iOS app integrating 18 new APIs, directing 6 teams over 3 years
- Launched multiple interactive product verticals: Live Streaming, Virtual and Fast Games
- Researched and developed custom My Bets Apple Watch app to enhance engagement
- Increased engagement via gamification of My Bonuses, My Bets and Personal Menu
- Boosted user acquisition by optimizing navigation, deposit, and registration journeys
- Elevated all digital products' usability with establishment of cohesive Design System
- Scaled the Digital Product department from 4 members to 5 high-performing teams

Game Producer   2014 – 2017
Eipix Entertainment

Oversaw the end-to-end development of premium narrative driven games that still sell.
Produced and published seven Hidden Object Puzzle Adventure games across Windows, OS X, Android, and iOS platforms and garnered two prestigious industry awards.

- Defined the core game pillars and goals and signed off on final game designs
- Coordinated multiple agile, remote cross-functional teams globally to ensure on-time delivery, while maintaining the highest quality standards

Product Manager   2013 –2014
Info Box

Managed the development of the storytelling audio tourist guide for the Info Guide franchise, taking it from concept to effective launch

- Ideated functional specifications, produced content and wrote technical documentation
- Coordinated Android app software development and directed the go-to-market strategy

Partner, Producer, Director   2001 –2011
Ciklotron

Managed the studio's growth from a 3-person seed team to 25 full-time employees.
Defined projects goals, established cost guidelines, and managed staffing and budgets.
Negotiated media licensing and rights clearance.
Directed and produced documentary films and commercial films for major broadcasters.
Delivered high-profile media projects in writer, cinematographer, interactions designer, 3D artist and animator capacities.

- TVWWW pioneering cross-media (TV broadcast + internet stream) series (85 episodes)
- The Fatal Journey documentary series (13 episodes)
- Ciklotron award-winning documentary series (28 films)
- Wrote and directed 5 short films: DRY, SERBOCOP, LINK, SURPRISE MOVIE, B!B!C?

CONTACT

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Based in Belgrade, Serbia
Open to Relocate or Remote

ACHIEVEMENTS & HIGHLIGHTS

Successfully launched influential digital products and game titles, leading to tangible business growth.

Developed complex B2C software in a highly regulated industry, spanning multiple legislations.

SKILLS

Production: End-to-end development, creative vision, product launch

Storytelling & Design: immersive narratives, character development, world-building

Leadership: Building agile teams, stakeholder management

Product Strategy: Market analysis, value proposition, solution validating, user experience, usability

Technical Proficiency: Maya, Unity, API integration, PMI, SAFe

Product-Led Growth: Player-centric mindset, data-informed development, intuitive experimentation

Focus on outcome above the output.

EDUCATION

MA Film and TV Directing
Faculty of Dramatic Arts (FDU)

Game Development
Autodesk Maya 3D Modeling, MEL, Rendering, Dynamic Simulations

Advanced Product Strategy
Reforge Retention Engagement, Reforge Advanced Growth Strategy, Reforge Scaling Product Delivery

Applied Artificial Intelligence
Ongoing computer science studies