

RICHARD BRETTON

Senior Product Owner | Technical Product Owner

rbretton0807@gmail.com | (913) 963-9662 | Baldwin City, KS | [linkedin.com/in/richard-bretton](https://www.linkedin.com/in/richard-bretton) | github.com/rpglegend21 | richard-bretton.vercel.app

PROFESSIONAL SUMMARY

Technical Product Owner with 3+ years of product ownership and 6+ years of combined Agile delivery experience spanning enterprise web platforms, marketing technology, and game development. Specializes in rationalizing complex systems: replacing convoluted business logic with self-service tooling, enabling developers on proprietary architecture, and translating between engineering teams and executive stakeholders to accelerate decisions. Track record of measurable delivery — **doubled sprint output** through developer enablement, **increased marketing content output 70%** via self-service deployment tooling, and cut content turnaround time 60%. Uniquely, also **runs a full Unreal Engine 5 game production solo** as founder of Shattered Games Studios, applying the same enterprise product-ownership discipline — milestone roadmaps, sprint delivery, definition-of-done gates — to shipping complex combat and AI systems: a depth of hands-on technical fluency few product owners can offer. Known for sequencing complex, dependency-heavy work into prioritized delivery plans that consistently close ahead of projected timelines.

CORE COMPETENCIES

Product Strategy: Roadmap Ownership, Backlog Prioritization, Stakeholder Alignment, Business Logic Rationalization, Data-Driven Decision Making

Technical Acumen: CI/CD Pipelines, CMS Architecture (Contentful), Rules Engines, A/B Testing (Optimizely), GTM/GA360, LLM/AI Optimization, Git/BitBucket, Unreal Engine

Agile Delivery: Scrum (PSM-I, PSPO-I), Sprint Planning, Developer Enablement, Cross-Functional Team Leadership, Definition of Done

Tools: Jira, Confluence, Asana, Contentful, Optimizely, Segment, Google Analytics, GitHub, BitBucket, Notion, Nuclino

PROFESSIONAL EXPERIENCE

Digital Product Owner Mar 2025 – Jul 2026

[SelectQuote](#) | Remote

- Led initiative to design and deliver a Contentful deployment tool, increasing marketing content output by 70% and enabling the Marketing team to publish content independently — removing developer intervention from the deployment workflow entirely.
- Led initiative to replace convoluted, high-maintenance business logic with a new rules engine, converting recurring developer and PO clarification cycles into a self-service reference and roughly doubling the speed of business-logic decisions across teams.
- Trained developers across 3 teams on complex proprietary systems, doubling sprint deliverable output (200%) for committed projects.
- Guided senior and executive stakeholders through decisions on highly complex business logic, serving as the technical translator between engineering and business and driving architecture discussions that enabled informed, faster decision-making.
- Led a user experience initiative culminating in delivery of a redesigned web-form experience, building on A/B and multivariate testing programs (Optimizely) that increased user engagement by 12% and form completion rates by 18%.
- Co-led strategic consolidation of 13 Contentful spaces — eliminating redundant and outdated content models and enabling direct production publishing — cutting content turnaround time by 60%.
- Created and maintained developer documentation processes and designed 3 development lifecycle processes, boosting team efficiency by 20% and improving overall work quality.
- Led modernization of delivery infrastructure: migrated 17 repositories from GitHub to BitBucket across 3 development teams and co-led implementation of a new CI/CD pipeline, cutting deployment time to approximately 30 minutes per release.
- Spearheaded refactor of GTM and GA360 tracking infrastructure, improving marketing data accuracy by over 40%, and transformed LLM-driven processes for AI-powered search and analytics, improving data accuracy by 30%.

IT Project Manager II & Web Product Owner Jul 2022 – Mar 2025

[SelectQuote](#) | Remote

- Partnered with DevOps to automate deployment pipelines, reducing deployment time by 75% and eliminating manual release bottlenecks.
- Collaborated with IT and business leadership on project reporting, recommending process changes that improved operational efficiency by 13%.
- Led an agile team in prioritizing deliverables and scoping key features, contributing to an 8% sales increase in February 2023.
- Coordinated marketing initiatives across 6+ departments, increasing brand visibility by 10% and stakeholder engagement by 15%.

PROJECTS

Eclipse of Hearts — Video GameJul 2025 – Present

Shattered Games Studios (Founder) | Baldwin City, KS

- Designing and developing a dual-protagonist Souls-like action RPG in Unreal Engine 5.8, built on the Ascent Combat Framework (ACF) and Gameplay Ability System (GAS) — combat, combo graphs, stagger/poise, enemy AI, animation, and damage-calculation systems.
- Running the production under enterprise PO discipline: milestone-based roadmap with 8 milestones delivered to date, definition-of-done gates, and evidence-based graduation criteria (source, editor, and playtest verification) required before any system ships.
- Planned and executed a mid-project engine and framework migration (UE 5.8 / ACF 4.3.5) using a documented side-by-side evaluation process, preserving all shipped systems with a frozen rollback repository.
- Built a multi-layer knowledge governance system — canonical decision records, build invariants, implementation sheets, and a 600+ entry lessons-learned corpus — enabling consistent, auditable architecture decisions across a long-running production.
- Integrated AI across the production pipeline: Claude for architecture documentation, decision governance, and roadmap generation, and Claude Code with custom skills for source-level framework investigation — a working model for AI-augmented development.
- Defined a vertical slice scope with documented guidelines and acceptance criteria, enforcing scope discipline across a milestone-based development plan and deferring non-essential features to post-vertical-slice delivery.
- Sequenced a multi-system solo production into eight definition-of-done-gated milestones, prioritizing critical-path dependencies so each milestone closed against fixed exit criteria — repeatedly completing scoped work ahead of the planned schedule.

CERTIFICATIONS

PSPO-I: Professional Scrum Product Owner — Scrum.org

PSM-I: Professional Scrum Master — Scrum.org

Google Project Management Certificate: Google Career Certificates

Certified Content Manager: Contentful

Claude 101 / Claude Code in Action: Anthropic Academy

EDUCATION

Application Development using .NET Framework

Centriq Training | Computer Science | 2011