

# GARETH HOPES

Innovative, adaptable, and data-driven, with a passion for solving complex problems and leading impactful projects.

Leveraging a customer service background, I excel at transforming user insights and data into actionable strategies that enhance product experiences, drive engagement, and improve retention.

## SCOPELY

August 2021- September 2024

### ASSOCIATE PROJECT MANAGER - MONOPOLY GO

Contributed to the continuous improvement of technology, tools, and workflows to enhance user support experiences, streamlining interactions and driving higher customer satisfaction for one of the world's largest mobile games

Designed and implemented the information architecture for the in-game player journey into customer support, optimizing ticket management for an average of 25,000 daily inquiries. This process resulted in a measurable boost in overall satisfaction scores

Developed data-driven dashboards that provided actionable insights into customer behaviour and support operations, empowering cross-functional teams to make better informed decisions and enhance the player experience.

### VIP MANAGER - MARVEL STRIKE FORCE

Developed and managed a private Discord community for high spending players, fostering direct engagement and real-time feedback loops. This initiative provided valuable user insights that informed product enhancements and support strategies, improving player satisfaction and retention.

Designed and executed targeted monthly messaging campaigns to drive player retention, leveraging personalized 1:1 support for high-value users. These initiatives strengthened user relationships and optimized the player experience, contributing to increased long-term engagement.

### CUSTOMER SUPPORT LEAD - SCRABBLE GO

Responsible for identifying and reporting on in-game issues and quality of life improvements, presenting data to the various studio departments to help prioritise solutions

Led the customer support integration of a profanity filter, collaborating with stakeholders to create a safer, less toxic gaming environment.

## KING

May 2014- November 2019

### SECOND LINE SUPPORT

Point of Contact for both first-line customer support agents and the game studio, collecting, analysing, and reporting on user feedback and in-game issues. Ensured both teams had actionable data to drive informed decisions, optimize gameplay, and maintain a healthy player experience.

### VIP CUSTOMER SUPPORT

Provided personalized in-game support to VIP players, building relationships and keeping them actively engaged with the company games

Responsible for overseeing the first King community website, from running user tests to improve performance, to assisting players and creating engaging content

## CAREERFOUNDRY

June 2020- May 2021

### UX IMMERSION COURSE

Completed a 10-month intensive training program focused on the Design Thinking process & UX methodologies.. Gained hands-on experience in user research, wireframing, prototyping, and iterative design to enhance product usability and customer experience.

## PERSONAL

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## DIGITAL SKILLS

Microsoft Office

Google Suite

Helpshift

Zendesk

Jira

Confluence

Figma

Adobe XD, Illustrator

## LANGUAGES

English Native

Spanish B2