

Anthony Maitz

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Product Manager & Game Designer

Product Manager and game designer with 19 years' experience shipping digital products, from enterprise SaaS platforms to live service VR and mobile games.

Brings the discipline of enterprise product management to game development, and the creative problem-solving of game design to product work. Has led teams as large as 100 people and shipped titles independently.

ForeVR Games

Senior Producer 2025 - 2026

Served as creative lead and project manager for Fire & Rescue (Meta Horizon, VR and mobile) and Kaboom! (Reddit), writing game design documents, owning feature prioritization, directing the team through daily development, and contributing as developer and artist where needed.

Successfully pitched a new “Firefighter Survivors” mode to Meta for Fire & Rescue, directed UI/UX systems, and served as final design authority. The feature doubled player engagement at release. Managed live operations post-launch, analyzing gameplay analytics to drive ongoing feature improvements.

Contributed UX design, sound design, and front-end development to Social Poker, a popular Reddit game.

Jetpack Geography

Game Designer 2025

Conceived and led development of a multiplayer mobile game for Meta Horizon, responsible for game design, sound, UI programming, and content creation, working with a developer and artist to ship the title.

- Judges Choice Award – Meta Horizon Creator Competition: Mobile Genre Showdown
- Most Satisfying Progression – Meta Horizon Creator Competition: Elevate your mobile world

Insummary

Head of Product 2023 - 2024

First product hire at a generative AI start-up building tools to help knowledge workers

summarize their calendars, email, and Slack activity for performance reviews and status updates. Owned product strategy, design, and front-end development while working closely with co-founders across two iterations to find product-market fit.

Collaborative positioning and product pivots grew the platform to several thousand users and landed the company's first enterprise customer.

Pariveda

Principal *2022 - 2023*

Principal consultant and member of the office leadership team, managing delivery teams for a technology and financial sector client.

Checkr

Senior Group Product Manager, Self-Service *2019 - 2022*

Led the Self-Service program, six capability teams of ~30 people, to enable customers and partners to onboard and run background checks without sales or operations involvement.

Unlocked the organization's ability to land and grow large enterprise customers, a strategic expansion beyond Checkr's tech start-up roots.

Notable Projects:

Checkr Direct – Product Manager

Led design and development of a self-service sign-up flow that unlocked an entirely new customer base, enabling companies to onboard without sales intervention. Reached over 250 new customers a week within two quarters of launch.

Segmentation and Enterprise – Program Lead, Product Manager

Led the product work to onboard Checkr's first large enterprise customers, meeting directly with both companies to define their requirements and directing development of all capabilities needed for them to switch. Unlocked millions in enterprise revenue and established Checkr's enterprise foundation.

Expungements – Product Strategist

Led product development for the cheapest criminal record expungement service in the US, helping hundreds of people clear their records.

- Winner of a Schmidt Futures grant
- Winner of Checkr Hack Week

Federated Identity and SSO – Product Manager

Led implementation of an Identity and Access Management solution, negotiating the vendor deal and managing migration with zero downtime to existing users — a

prerequisite for onboarding enterprise customers.

ThoughtWorks

Lead Product Strategist, Emerging Technologies *2013 - 2019*

Led product strategy and delivery for Fortune 500 companies in financial services and retail, and for start-ups worldwide, directing teams as large as 100 people with multi-million-dollar budgets across the full product lifecycle.

Managed engagements from early-stage product definition through launch, including simultaneous international rollouts and rapid prototyping programs.

Notable Projects:

C4 Media, Conference feedback platform – Product Manager

Designed and shipped badge-scanning wearables for the QCon international developer conference, improving speaker feedback without adding friction for attendees. Personally designed the hardware and worked on-site with a manufacturer in Shenzhen to produce certified devices used by thousands across all QCon conferences.

Tchibo, Connected coffee machine – Product Strategist

Led product strategy for the Q-bo connected coffee machine, including the on-device interface, smartphone app, and loyalty program. Built a full-scale 3D printed mock for user testing a year before production hardware existed, directly informing the bill of materials. Shipped in Germany.

Natural Markets Food Group, Retail food at Eaton Centre – Lead Product Manager

Led product for a multi-vendor food hall at the Toronto Eaton Centre, shipping a fully integrated platform with video menus, a custom POS, scan-to-pay, online ordering, and inventory management across 13 vendors in two countries. Opened on time and extended the platform to a US organic grocery chain.

Social and Economic Justice Lead, San Francisco *2015 - 2018*

Led social impact technology initiatives for non-profits, community organizations, and activists across San Francisco.

Recognized for healthcare technology innovation: UCSF Virtual Mentor was awarded a “Saving Lives at Birth” Seed Grant and Johnson & Johnson’s GenH Challenge.

Notable Projects:

UCSF Virtual Mentor – Product Manager

Built a voice-controlled virtual assistant to guide birth attendants through complicated delivery procedures and postpartum emergencies, in collaboration with UCSF's Institute for Global Health Sciences. Wrote all IBM Watson integration code, field-

tested at UCSF and a birthing center in Nairobi, and handed off to a Kenyan university for continued development.

- Winner of Saving Lives at Birth Seed Grant
- Winner of Johnson & Johnson's GenH Challenge

Hutton 2.0, digital storytelling and political education – Organizer, Mentor

Mentored and taught youth game development, design, storytelling, and political education.

Playsets

Co-Founder & Product Designer *2013 - 2018*

Designed and shipped a collection of digital maps and miniatures for remote tabletop role-playing across iOS, Android, web, and Steam, reaching tens of thousands of players in over 100 countries.

Led product strategy, UI design, and front-end development across all platforms. Drove product marketing through a fully funded Kickstarter, Steam Greenlight, and selection for Indie Megabooth at PAX Prime.

Education

Savannah College of Art and Design

Bachelor of Arts in Film and Television Production