

HERMAN AHMAD

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I work at the intersection of systems design, strategy, and real-world execution.

My background spans AAA game development, public sector innovation, and independent consulting where I've led cross-functional teams, shaped complex product ecosystems, and translated ambiguous problem spaces into structured, actionable outcomes.

Across industries, my focus is consistent: understanding systems deeply, aligning stakeholders, and building things that work in the real world.

KEY SKILLS

Systems & Product Strategy

Structuring complex, ambiguous spaces into clear directions, roadmaps, and executable plans.

Cross-Functional Leadership

Aligning teams across design, engineering, business, and policy to deliver cohesive outcomes.

0→1 Development & Prototyping

Exploring new ideas quickly through experimentation, iteration, and applied execution.

Foresight & Emerging Technology

Interpreting signals in AI, digital ecosystems, and societal change to inform strategy and decision-making.

Creative & Experience Design

Designing interactive systems, environments, and narratives that shape user behaviour and engagement.

PROFESSIONAL EXPERIENCE

MINISTRY OF DIGITAL DEVELOPMENT AND INFORMATION

Public Sector, Singapore

Oct 2025 - *present*

Working on initiatives at the intersection of digital strategy, emerging technology, and societal change.

- Translate emerging signals (AI, digital systems, behavioural shifts) into structured problem spaces
- Contribute to strategic direction-setting and exploratory policy thinking
- Engage stakeholders across government, industry, and interdisciplinary teams
- Support and facilitate ongoing futures and foresight practices

INDEPENDENT WORK

Consulting, Education, and Industry Engagement

Jul 2024 - *present*

- Advise startups and creative teams across F&B, games, and immersive experiences
- Work spans product strategy, systems design, operations, and user experience
- Contribute to education and mentorship in game design and leadership
- Speak at international industry events on design, systems thinking, and world-building

PLAYSTATION LONDON STUDIO, UBISOFT SINGAPORE

Product Design, Systems Design, and Team Leadership

May 2016 - Jul 2024

Product Design, Systems Design, and Team Leadership

- Led and contributed to large-scale, cross-functional teams delivering global titles
- Designed complex interactive systems within open-world and online environments
- Bridged design, engineering, and art to improve production alignment and outcomes
- Built internal frameworks, playbooks, and mentorship systems to scale team capability

Selected contributions include work on major global franchises and original IP across multiple studios

Previous career details available upon request.

EDUCATION

- Bachelor of Science in Computer Science and Game Design, DigiPen Institute of Technology.
- Diploma in Electrical and Electronic Engineering, Singapore Polytechnic

VOLUNTARY WORK

- Grassroots Leader, People's Association, 2025-*present* (Society and Community)
- Mentor with Limit Break, 2023 (Game Industry Mentorship)
- Volunteer at WaterWays Watch Society, 2019-2022 (Environmental Organization)
- Fundraiser with The Distinguished Gentleman's Ride, 2020 (Health Charity)