

Dear Mozilla Hiring Team,

I'm applying for the Director of Product, Gaming (New Products) role because I read the posting and had one of those rare moments of *oh... this looks like a job posting written for me!*

It also made me remember listening to Mitchell Baker speak at Mozilla Toronto at a Fireside Chat in 2011, where she spoke about helping children become joyful creators rather than merely elegant consumers. That idea has been my north star, and I have aspired to be part of Mozilla ever since.

I build things from 0→1: products, platforms, teams, ventures and communities. I've also been a gamer for essentially as long as there has been a modern games industry, and I've spent a significant part of my career thinking about what happens when people, technology, identity and systems intersect.

Games have shown up in that work again and again. I grew up with early consoles and home computers, was part of the Waterloo BBS scene in the '80s and '90s, worked in video game retail for several years, helped run gaming clubs and conventions, published official Star Wars role-playing adventures, and studied [World of Warcraft and identity in synthetic worlds](#) for my MA.

Later I worked directly in commercial and educational game design. At MadCap Learning Systems, I led game and interaction design for an educational platform funded by the Bill & Melinda Gates Foundation and Pearson Education, working alongside a team that included Sir Ken Robinson, Peter Senge and Michael Fullan, O.C. At Conestoga, I co-founded the Centre for Virtual Reality Innovation and led the product and game design and multidisciplinary development of [Campus RPG](#), a playable JRPG-style exploration of three Conestoga campuses created to help new and international students learn the environment through exploration and quests. That team went on to build games and simulations used for more than 50,000 cumulative learner hours.

I have also built products and platforms at substantial scale. At D2L, I led Data & Analytics products serving approximately 15 million monthly active users and generating more than \$10 million in annual revenue. I led the 0→1 development of the company's first big-data platform and first production AWS system, and co-led more than 30 engineers across four distributed teams. At CVRI, I grew a two-student pilot into a \$5M+ annual operation with a peak team of 22 full-time staff, including game developers and 3D artists.

Mozilla and open technology are also part of my professional lineage. I helped found Hive Waterloo in 2012; it became an official Mozilla Hive Learning Community in 2015 and operated through 2018. I built early programming at Communitech, and have spent years working at the intersection of open technology, accessibility, learning and digital participation. I have helped develop open standards, chaired the IMS Global Privacy Task Force, and built communities around the idea that technology should expand people's agency rather than quietly narrow it.

That matters to me in gaming. Games are products, but they are also places: identity systems, social systems, economies, creative tools and communities. Building new gaming products well requires product judgment, technical fluency and a real understanding of the people who inhabit them. It also requires leaders who can create emotionally safe, inclusive conditions for multidisciplinary teams to do difficult and original work.

I would bring Mozilla a combination that is rarely assembled in one person: scaled product leadership, 0→1 venture building, direct game and interaction design, platform and data experience, open-web ecosystem leadership, proven experience with emotionally safe leadership, and a lifelong relationship with games as both a player and a field of serious inquiry.

If you'd rather play something than read about my game design work, [Campus RPG is playable here](#).

Thank you for considering my application. I would welcome the opportunity to discuss what Mozilla could build at the intersection of gaming, identity, community and an open internet.

Sincerely,

A handwritten signature in black ink, appearing to read 'Sean Yo' with a stylized flourish at the end.

Sean Yo ^{+ai}

^{+ai} signifies my AI-augmented practice: I use AI as a collaborative partner while retaining authorship, judgment and accountability. This application was co-created with ChatGPT 5.6 and Claude Design.