KEVIN CHAO

Game Design Leader/Manager | Live Ops | End-to-End Design

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🔗 www.linkedin.com/in/kevinchaodesigner/   📍 Los Angeles, CA

SUMMARY

Accomplished game design leader with over 10 years of expertise in feature, content, and live ops design. Proven track record of career progression from level creation to directing the overall design vision of successful titles. Adept at leading and mentoring teams, with strong communication skills and a collaborative approach to working with engineers, product managers, and artists.

SKILLS

Game Design	Free to Play Design	Mobile Games	Feature Design	UX Design	FTUE Design

A/B Testing	Playtesting	Agile Methodologies	Lucidcharts	Design Documentation

EXPERIENCE

Lead Game Designer

Jam City

📅 04/2020 - Present   📍 Culver City, CA

- Wrote detailed game design documents and was design owner of over 30 features for 2 major mobile titles - Genies & Gems (200k DAU), Cookie Jam (700k DAU).
- Led design team for major UI/UX and meta system redesign from concepting and pitching through implementation for Genies & Gems, resulting in increasing DAU by 15% and reducing friction before gameplay by 50%.
- Managed and mentored a team of 4 designers, ensuring their personal career growth and satisfaction.
- Owned design direction for Genies & Gems and worked cross functionally with engineering, product, and production leads to propose and prioritize new features to meet product goals.
- Oversaw economy and sales design team for Cookie Jam, guiding the team through the pitch, spec, and implementation of 5 sales and economy features.
- Redesigned game FTUE after analyzing game metrics with product and data science teams to identify key issues, leading to a D14 retention increase of 5% and D14 ARPI increase of 20%.
- Collaborated with Product Managers to execute A/B tests, optimizing tuning of features and events.
- Designed, managed, and executed live operations for Genies and Gems, increasing ARPDAU by up to 25% during event periods.
- Worked with engineering team to create design tools to assist level designers with mass tuning, allowing them to tune levels in 50% of the time.
- Worked with Consumer Insights team to playtest features through development, using feedback to guide the design through development.

Game Designer

Jam City

📅 11/2014 - 04/2020   📍 Culver City, CA

- Pitched, spec'd, and oversaw implementation for new First Try Win system in Genies & Gems, leading to ARPDAU increases of 12% and VC spend increases of 10%.
- Collaborated with Jam City's central technology team to design, test, and implement a dynamic tuning system, leading to a 7% increase in rounds played.
- Created and prototyped in Unity a character wandering and interaction behavior system for open world puzzle title Wild Things.
- Pitched and wrote game design documentation for 8 new gameplay features.
- Designed, tuned, and balanced over 600 levels for 3 different puzzle titles.

Game Design Lead

Playviews

📅 07/2014 - 11/2014   📍 Los Angeles, CA

- Led design of mobile game Zombocalypse, responsible for updating design documentation based on feedback from publisher.
- Balanced combat waves, enemy spawns, and weapon damage.
- Created pitches for two new playable characters, including narrative backstory and gameplay archetypes.
- Managed external development studios, ensuring timely delivery of assets and milestones.

EXPERIENCE

Level Designer

Disney Mobile

📅 09/2012 - 05/2014   📍 Glendale, CA

- Owned content creation process and balancing for number puzzle game Lost Light, establishing the difficulty curve and designing all 215 levels in the game.
- Collaborated with Game Design Lead to create 9 level types, 2 block types, and 3 powerups.
- Implemented feedback from rigorous user playtesting to achieve optimal game balance in both level design and player understanding.
- Designed over 50 levels across 4 different 'Where's My?' titles - Where's My Water 2, Where's My Perry, Where's My Valentine, Where's My Holiday.
- Prototyped new game concepts as part of the studio prototyping team using Unity and C# scripting.

QA Certification Lead

Disney Interactive Studios

📅 07/2009 - 09/2012   📍 Glendale, CA

QA Project Lead

Disney Interactive Studios

📅 03/2006 - 07/2009   📍 Glendale, CA

QA Tester

Disney Interactive Studios

📅 08/2005 - 03/2006   📍 Glendale, CA

QA Tester

Activision

📅 10/2004 - 08/2005   📍 Santa Monica, CA

EDUCATION

Bachelor of Science, Computer Engineering

University of California, Irvine

📅 09/2000 - 08/2004   📍 Irvine, CA

ACHIEVEMENTS & AWARDS

⭐ **Revitalizing Stagnant Title**
Led the Genies & Gems team to being featured by Google and Apple for the first time in over 3 years, resulting in a 2000% increase in daily average browsing app units.

🏅 **Jennifer Ann's Group Game Design Challenge**
Door prize winner of the 2017 Jennifer Ann's Group Game Design challenge - using Unity to design and create a game around the prompt of 'Consent'.