

# Chuanzhen Tu

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## EDUCATION

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### Carnegie Mellon University

Master of Entertainment Technology

Pittsburgh, PA

Aug 2023 - May 2025 (Expected)

### University of Wisconsin – Madison

Bachelor of Science

Major: Computer Sciences

Certificate: Game Design

Madison, WI

Aug 2016 - May 2020

## GAME PROJECTS

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### Elf Run

AR Video Game (Producer, Programmer, VFX Designer)

by Team 21

Oct 2023

- Lead a team of 5 members to design a Christmas themed AR video game that allows the player to chase elves in a limited space.
- Implement the elf spawning and running mechanics and design elf's VFXs in Unity Engine.
- Organize and assign tasks to team members and track the game development progress closely to ensure the timeline is followed.

### Crowd Control

VR Video Game (Programmer)

by 12<sup>th</sup> Player

Sep 2023

- Work in a team of 5 members to design a VR video game that the player needs to pick the correct reaction of the crowd in front of a nervous speaker.
- Implement the slide changing and timer countdown features.
- Fix programming and development issues to ensure smooth and complete gameplay experience.

## WORK EXPERIENCE

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### BIGO

US MKT & UA Regional Assistant

Guangzhou, China

Oct 2022 – May 2023

- Work in Marketing & User Acquisition Team to organize offline and online events to increase brand exposure and promote Bigo Live app.
- Initiate and launch Influencer + Onelink campaign and outreach influencers for collaborations to increase Bigo Live app downloads and user retention. Over 100,500 new downloads have been made in the first six months of the campaign.
- Communicate with Data team to design and configure data model to track influencers' downloads via Appsflyer and collect influencers' in-app livestream hours following campaign standards.

## Relevant Skills and Videogame Experience

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**Video Game Development Platform:** Unreal Engine 4, Unity 3D, GameMaker Studio 2

**Programming Languages:** Java, C++, C, C#

**Languages:** English, Mandarin, Cantonese, Spanish

**FPS/TPS:** Hell Let Loose, Battlefield V, Ready or Not, CSGO, PUBG, Apex Legends, Overwatch, Rainbow Six Siege, Squad, Call of Duty, Ghost Recon: Wildlands, Hunt: Showdown, Deep Rock Galactic, Far Cry

**SPG/RAC:** FIFA, eFootball (PES), F1, Dirt, Forza, NBA 2K, Madden, WWE, MLB The Show

**RTS:** Command & Conquer 2, Company of Heroes 2, Total War: Three Kingdoms, Age of Empires

**RPG:** Genshin Impact, Elden Ring, Cyberpunk 2077, Monster Hunter, Final Fantasy VII, The Witcher 3: Wild Hunt, Assassin's creed, God of War