Shiyong Chen
Game Designer | Gameplay Engineer

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Skills

Game Design	Commercialization Design	Game Operation	Project Management
Unity and C#	Google Spreadsheet / Doc	Game Data Analyzation	Adobe Photoshop

Work Experience

Funplus-Century Game   Sep 2019 - May 2022
Senior Game Designer   Beijing, China

Acted as an economy game designer and was responsible for the numerical design, level design, and commercialization. Designed systems and levels for several released mobile games, including Family Farm Seaside, Dream Detective and Merge Skyland. Participated in campus recruiting interviews, and served as a team leader and mentor. Projects include:

Dream Detective   Nov 2021 - May 2022

- **Led game level and commercialization system design** for new versions from 0 to 1 using Unity and C#.
- Participated in setting up development tasks and managing the process with Teambition.
- Communicated with other departments to achieve development goals.
- **Launched the game** and gained DAU over 100K, monthly revenue over 3.2M CNY, and D7 retention 30%+.

Family Farm Seaside   Sep 2019 - May 2022

- **Led to design and launch of several operation commercial activities** with Google Docs and Axure.
- **Established a numerical economic system** for the project using mathematical modeling with Google Spreadsheets and Javascript.
- **Developed in-game activities** and features to improve the game experiences with Microsoft Office and Cocos2D
- Reached top DAU 700K, MAU 2M, and Monthly Revenue of 2.7M USD with my game design.

Merge Skyland   Mar 2021 - Nov 2021

- **Led game level and systems design** from 0 to 1 with Unity and Axure.
- Analyzed game data and wrote reports to optimize the game experience with BI and SQL.

Tencent   Sep 2018 - Dec 2018
Game Data Analyst Intern   Shenzhen, China

- Analyzed Tencent's mobile game operation status and primary indicator data to provide data support for Tencent's game development and distribution.
- Collected and analyzed key information on the mobile game product market, competing products, and industry trends, and assisted in completing reports.

Education

Carnegie Mellon University   Aug 2022 - May 2024(Expected)

Master of Entertainment Technology

Hong Kong Baptist University   Aug 2015 - Aug 2019

Bachelor of Communication (Media Arts Concentration), Minor in Computer Science