

# Jerry J. Zhao

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## Experience

### Lead Game Designer

GameGou

Aug 2023 - Present (7 months)

- Led a GvG Soccer mobile game with consistently high long-term retention.
- Built and maintained a project management workflow based on Notion.
- Acted as a responsive link between players and the development team, swiftly implementing user feedback directly into the game build.



### Head of PMO

Mugen Interactive

Oct 2022 - May 2023 (8 months)

- Acted as a bridge between, Dev, Growth, Marketing, and Community
- Implemented and kept up a project management workflow grounded in Notion.
- Ambassador, host, and guest for Legend of Arcadia.



### Founder

Immersion Mobile 墨深移动

Apr 2015 - Jul 2021 (6 years 4 months)

- Rapidly built a team from scratch, leveraging individual strengths effectively.
- Created engaging gameplay from prototype to release build while managing product development, business strategy, and customer service.
- Seasoned in Unity Editor for game production, having extensively collaborated with programmers.
- Established a network of C-Level contacts in game studios and publishers to potentially support the gaming business.

Achievements:

- Puddingman: featured by the App Store with over 300k downloads on TapTap.
- Alone Planet: featured by App Store and sold 50k copies on TapTap.
- Finger Fortress: a competitive strategy PVP typing game with high ratings in the Chinese market.
- R.P.S Hero: a creative and entertaining hybrid casual game with a 9.2/10 rating on TapTap.



### Lead Game Designer

Changyou.com (US) LLC

Aug 2014 - Mar 2015 (8 months)

- Led the production of game prototypes from concept to completion, collaborating with designers, programmers, and artists to create engaging gameplay experiences.



### Senior Game Designer

## Glu Mobile

Aug 2011 - Jul 2014 (3 years)

Small-Street

- Responsible for the entire GDD and economic balance, the title reached No. 1 in the Top Grossing of App Store China.
- Managed Liveops, continually improving the game through play-testing and data analysis.

Eternity Warriors 2&3

- Designed and balanced levels, including PvP, and optimized enemy behavior and loot data.
- Designed and executed tournament events, enhancing player engagement and retention.



## Game Designer

SinoVoice

Jun 2009 - Jul 2011 (2 years 2 months)

- Successfully released 6 titles on feature phones across major SP, including China Telecom, China Mobile, and China Unicom.

## Education



### JAMK University of Applied Sciences

Bachelor of Business Administration - BBA, Game Production

2021 - 2022

Bachelor's Degree, Electrical Engineering Technologies/Technicians

2005 - 2009

## Licenses & Certifications



Unity Junior Programmer - Unity

## Skills

Startups • Crypto • Oral Communication • Communication • Web3 • Social Media Marketing • Marketing Strategy • Social Media • Marketing • Blockchain