

Dear Hiring Manager,

I would like to be considered for the Apple Genius role at Apple Retail in Great Los Angeles area. With my strong passion to Apple product, combined with my experiences on mobile game developments for iOS platform and education of game design in MFA degree at New York University, I am convinced that I would be a valuable member to the Apple Genius team at Apple Retail.

Before (Work Experiences)

Teaching Assistant, NYU Game Center (Sep 2017 – May 2018, New York, NY)

Graduate TA for "Game Studio I" and "Intro to Game Development". Helped the professors organizing the classes and mentored 28 NYU students in Unity, C# programming, Photoshop, Illustrator and Maya. Helped the students getting familiar in Unity development pipeline, includes but not limited in creating 2D/3D assets, implementing assets into Unity, C# programming, creating particle effects, audio editing, in-game trouble shoot and debugging. Tested, identified game bugs/issues in students' projects and provided solutions to improve game qualities and player's experiences.

Service Specialist, Apple Retail (Mar 2016 – May 2016, Beijing, China)

As a Service Specialist, at Sanlitun Apple Store, provided solutions to fix relationships between customers and Apple. Helped customers on concerns and listen to customer's thought by following "APPLE" services guide line. Delivered Apple customers friendly advices and precisely technical supports. Shared experiences and ideas to team members and colleagues. Helped the team get inspiration and growing together.

Freelance Game Designer (Aug 2014 – Sep 2016, Beijing, China)

Designed and developed indie mobile game "After Detonation Zombie Story" and Google Cardboard VR game "TreeTop" in Unity. Responsible for character concept painting, 3D character modeling/rigging/animating, game design and game development. Modeled player, NPC, enemy and environment by following mobile device limitations. Created 2D/3D assets and implemented assets, scripts into Unity. Optimized the game performance to guarantee FPS rate on mobile devices. Fixed bugs and implemented new features followed by testers' feedback.

Flash Designer, Ogilvy & Mather (Jun 2013 – Aug 2014, Beijing, China)

Communicated with clients to create interactive graphics, visual effects and animation for websites and commercials, incorporating visuals to give visitors a sensory experience. Worked closely with creative director, graphic designer and product manager to improve user experiences and implemented new features. Trouble shoot and gave solutions to bugs/issues and improve projects' qualities. Sample projects: Volkswagen visualizer, Mercedes Benz CLA Website, Lenovo ThinkCenter 2014 Website.

Now

In May 2018, I had graduated from NYU with MFA degree in Major of Game Design. I would like to join Apple again, and contribute my experiences and skill in Multimedia design and Game Design to Apple and provide solutions to Apple customers from a game designer's perspective. Apple is the lead company in technology, services and solutions, and the company I am passionate about. I am impressed Apple's rapid growth and accomplishment in game industry after 2017. My experiences in Multimedia design and game design let me have obtained abundant experiences on using Apple Product (Mac, iPhone, Apple Watch and iOS).

Future

It was a hard decision to left Apple when I got admission offer from NYU in 2016. Now I have pursued a higher education degree and I would love to back to Apple. I will bring with me my 8-year experiences in Multimedia design and Game Design experiences to Apple and Apple's customer, and would love to deliver Apple's customer a better experiences with Apple. The Apple Genius role is a perfect opportunity that would give me a chance to learn and grow with Apple, a company that I am passionate about. I would love to further discuss how I could contribute my skills and experiences to Apple Retail at Los Angeles. Thank you for your consideration and I look forward to speaking with you soon.

Sincerely,
Gordon Lee (Cunbo Li)
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My game design project is available at:
www.gordongame.com