廖昊东 (LIAO Haodong)

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SUMMARY

WHO AM I: Inspired by Carl Jung, I hope to create chance for people like me to understand themselves better. Check the light of my life for details. **WHY JOIN YOU**: I am convinced that your company have the same vision to make games as meaningful entertainment.

WHY CHOOSE ME: I am a technically-proficient game designer with 3+ years of AAA experience on Ubisoft. Specializes in bridging systemic design and narrative depth to create resonant player experiences. Proven ability to architect core gameplay loops, lead cross-functional feature development, and drive significant technical optimizations to enhance both player immersion and team productivity.

CAREER

Avatar: Frontiers of Pandora (MAIN | DLC1 | DLC2)-Game Designer | Ubisoft Shanghai

2022.09 - 2025.12

- BOSS Fight Design
 - Actively take the ownership to architect the fight from concept to final implementation, guiding players through a compelling four-act narrative structure with a shooting puzzle. Defined the boss behavior and combat pattern to enable a thrilling experience with good pacing.
- Level Design & Environmental Storytelling (Thanator & Aerial Predator Territories)
 - Level Design: Designed and owned the level layouts, combat pacing, and environmental storytelling for 18 unique predator territories (6 Thanators, 12 Aerial Predators) across the main game and two DLCs.
 - Environmental Storytelling: Crafted rich environmental narratives by orchestrating props, VFX, and textures to communicate predator brutality
 and the ecological impact of the RDA, enhancing world immersion and emergent storytelling.
 - Puzzle Design: Used planimals to create a "lock & key" puzzle for a precious resource. Also crafted a brutal narrative of "humans employ noise to expel mothers in order to hunt". Player can help animal to regain sanity by destroying all sonic drones with weapon or solving puzzle.
- Quest & Encounter Design
 - Zakru Painting: Elevated a standard encounter into a 4-part exploration quest, designing the core interaction loop for NPC under different conditions, and embedding narrative hints into NPC & item descriptions to encourage exploration.
 - Legendary Creature Skill: Drove the design and implementation of a new mesmerizing skill to reverse player's control if staring for too long, leading cross-functional reviews with Programming, UI/UX, and Audio teams to refine the mechanic, status effects, and player feedback.
 - Environmental Challenge: Used environmental ingredients to make each legendary wildlife's characteristics shine (introduce sound-sensitive
 animals into noise-prone environments; deploy the charge-proficient animals in environments densely populated with explosives and thorns).
 - Contextual Storytelling: Tweak the DLC2 encounter spawning to create a story arc (No RDA wildlife live happily; RDA invade same type of wildlife fight with each other; Invade more different types of wildlife fight; Max invade weak wildlife try to fight epic wildlife for space).
- Systems & Performance Optimization (Wildlife Spawning)
 - Maximize Encounter Rate: Implemented a predictable spawning system, making sure player can meet maximum wildlife within limitation.
 - **Optimize Spawn System**: Achieved a 300%+ performance increase in the wildlife spawning system by optimizing validation logic. This critical optimization significantly reduced iteration cycles, enabling more rapid prototyping and polishing of wildlife spawning.
 - Spawning Validation Pipeline: Authored a comprehensive validation pipeline to analyze and verify wildlife distribution data, improving the
 efficiency and accuracy of detecting potential design and technical issues.

PROJECTS

Emotional Game Design System, EGDS - Creator

Inspired by Jenova Chen, I am creating this to deconstruct emotional experiences and hoping to shed light on how to design them structurally.

- Clear Top-down Experiences Hierarchies: Emotional curve -> emotional experiences -> subjective feelings -> objective reasons -> design levers (narrative/ gameplay & challenges/ aesthetics).
- Practical Design Levers with Consensus: By analysing and deconstructing shared objective reasons for subjective feelings from different references,
 I hope to provide useful design levers to help create memorable emotional experiences.

BLOG - Lifelong Learner

Game development is a complex engineering problem, which is a perfect playground for a lifelong learner like me:)

- Input: Games deliver messages through experiences, which could be enriched by playing, reading, watching, thinking, or just simply living.
- **Output**: Ever since I plan to join game industry, I keep posting notes, showcase, analysis, and thinking on games almost weekly on my blog.

Playable Demos - Developer

I have the passion and long-term commitment to achieve my goal of helping people understand themselves better:)

- Slices of Shadows Solo Designer & Programmer (2025.08)
 - This is a narrative-focused, screen-click game based on the theme of GMTK Game Jam 2025 Loop. I used different narrative perspectives and a plot twist to encourage people to embrace the unknown parts of themselves and move forward bravely.
- Eric the Office Breaker Team Size 2 Designer & Programmer (2025.08)
 - This is a screen-click game for GMTK Game Jam 2025 Loop. Player needs to break things while not being caught. We tried to use irony to encourage people to embrace life.
- Simulator of the meaning of life Solo Designer & Prompter (2024.02)
 - I created this demo to ask 11 unavoidable questions in life to help answer "What is the meaning of life?". I hope to **hint player at the unlit path** from their answers, and also provide philosophical references, because "What you are thinking may be answered thousands years ago".
- Earn the Name Back For Shadow Puppets Team Leader (5 people) Designer & Programmer (2022.06 2022.07)
- This is a 2D metroidvania-like, shadow-play aesthetic action adventure game. Player needs to play as a shadow puppet, to fight the evil enemies, reveal the hidden story to earn the name back for shadow play.
- Yin Yang Messenger Solo Designer & Programmer (2022.02)
 - This is a 2D platform & puzzle game. As a messenger that can switch between Yin and Yang states, the player needs to interact with different creatures or spirits, deliver the message to the dead.

Paper Designs - Designer

All of those designs are my practices for the book - Challenges for Game Designers.

Pull the Trigger (2024.01) | Passwords (2024.01) | Maze of Yin & Yang (2023.11) | Bomb Puzzle For MacGyver (2023.11) | Tear-down Collections (2023.10) | Rescue Child From The Spiritual House (2023.09) | Conquer the Ten Islands (2023.09) | Path of Generation & Annihilation (2023.08)