

## CONTACT

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[camchin.com](http://camchin.com)

## SKILLS

### Design

- Product & UX/UI Design
- Interaction & Motion Design
- Prototyping & Wireframing
- Information Architecture
- Responsive Design
- Accessibility & Inclusive Design

### Tools

- Figma, Sketch & Adobe XD
- Illustrator, Photoshop & Canva
- Squarespace, Wix & Wordpress
- After Effects, Lottie & Premiere Pro

### Methods

- Customer Discovery & Research
- A/B Testing & Data-Driven Design
- Analytics Interpretation & Insights
- Design Thinking & User Flows

### Development

- React Native / TypeScript / JS
- HTML / CSS
- Firebase / Rendr
- Unity / Unreal Engine / C#

## EDUCATION

### Rochester Institute of Technology

Class of 2021

BS, Game Design & Development

### Relevant Coursework:

- Interaction, Immersion & Media Interface
- Data Structures & Algorithms for Games
- Game Design and Development I & II
- 2D/3D Animation & Asset Production
- Website Design & Implementation
- Rich Media Web App Development
- Interactive Media Development
- Software Quality Assurance
- Level Design
- Production Studio

# CAMERON CHIN

Product Designer

## SUMMARY

Product designer and builder with 5+ years of experience shipping digital products across gaming, mobile, and web. I'm constantly learning new tools and skills to turn ideas into real products. From running a web design business to independently publishing a full game and even building an online marketplace app, my work moves from concept to launch and is used by real customers.

## EXPERIENCE

### Product Designer | Funkitron (Aristocrat Leisure Limited)

*Jan 2019 – Jan 2021*

- Designed gameplay, and onboarding for Cascade, a mobile puzzle game with 1M+ downloads and a 4.7-star rating on Apple and Google Play.
- Built 50+ levels and multiple tutorials focused on retention, usability, and engagement loops.
- Improved retention 300%+ by translating playtest data into UX and difficulty tuning decisions.
- Collaborated with PMs and QA testers in agile sprints to ship over 250 levels.

### Lead Product Designer & Founder | Vendr Technologies LLC

*Oct 2023 – Present*

- Built a mobile marketplace app for iOS and Android using React Native and Firebase. Currently in closed beta.
- Designed every screen, icon, animation, and visual asset using Figma and Adobe Creative Suite.
- Designed a recommendation algorithm that tailors product suggestions based on user demographics and shopping history.
- Conducted 600+ customer interviews to understand user needs and guide product decisions.
- Created all branding, marketing materials, and product websites, and worked closely with a team of 3 engineers to ship the app.

### Founder & Product Designer | Cam Chin Design

*Nov 2022 – Present*

- Own and self-operate a web design business that builds websites for local businesses including hotels, restaurants, gyms, and construction companies.
- Designed 10+ commercial websites and continues to maintain select clients with ongoing SEO and digital marketing.
- Produced professional photography and drone footage for client websites, social media, and marketing campaigns.

### Game Director & Designer | Cardboard Games

*Nov 2021 – Feb 2023*

- Developed Jump the Gun, a self-published indie game with over 50,000 sales on Steam with an 88% "Very Positive" rating.
- Led a team of 4 from concept to launch, ran live playtests, produced marketing assets, and refined the design based on player feedback.
- Maintained and improved the game through free post-launch updates based on Steam's analytics.