Devin Lu Setiady

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https://github.com/rankodev | Portfolio: https://www.rurudev.com

Professional Summary

Player focused game designer passionate about bringing the best possible experience to the players whether it be through the use of clear, concise, and appealing interfaces, well intentioned and easy to follow dialogue, or flexible, fun, yet compact game design. Skilled in object oriented programming, UI/UX design and development, QA testing, game design, project management and leadership, and social media management, with a focus on player engagement and people psychology.

Avid Game Jam enthusiast and adept at creatively analyzing and iterating through user stories and scenarios to bring about the maximum amount of user engagement and enjoyment. Currently working full time as a Life Insurance Agent at Globe Life and free time is spent solely on cultivating their own gaming community in the Indie Games platform Eevee Expo.

Experience

Eevee Expo (Indie Games Platform) | *Site Lead*   **Apr 2024 - Present**
- Responsible for bringing engagement to the platform, including holding weekly contests, yearly game jams, 5 promotional campaigns, and 4 annual expositions dedicated to the developer-made content on the site.
- Oversaw quality control processes for thousands of passion projects, curating and highlighting strong projects on social media pages such as X, YouTube, BlueSky, and Twitch, with a once a year feature presentation.
- Managed constant social media campaigns for games on the platform, increasing visibility on the website to 1,500 daily users and growing social media reach to 2M+ views on X, YouTube, and BlueSky.

Maplemon (MapleStory Worlds, Nexon America) | *Game Lead & UI/UX Designer*   **Jan 2025 - Present**
- Executed over 10 QA test cases for gameplay features, UI interactions, and system performance across PC and mobile, ensuring a seamless player experience in the form of developer QA sessions.
- Identified, documented, and tracked over 30 software bugs using JIRA and focused on eliminating them to stand out amongst the other game jam projects that would likely be riddled with bugs.
- Designed and iterated 5 UI/UX flows in Figma to improve game usability, player onboarding, and enjoyment, choosing the best pieces of each to use in the final project. Implemented into game engine that utilizes Lua as the language of choice.
- Collaborated with Nexon Stakeholders for global feature releases and updates, as well as implementing their feedback into the project, being invited into the Creator Circle program that graduated the Game Jam project into a full time project.
- Analyzed 15 features to cut, maintain, and expand upon through rigorous testing and balancing as the deadline approached. Winner of the Maplestory Worlds MapleJam 2024!

Globe Life (American Income Division) | *Benefits Specialist, Life Insurance Agent*   **Mar 2023 - Present**
- Provided financial and insurance consultations to clients, developing solutions tailored to their personal needs in the form of insurance coverage that best fits their situation.
- Applied psychology techniques to build client needs, successfully convincing them to secure coverage for their families, leading to a higher conversion rate
- Built rapport with up to 5 clients a day through clear, empathetic communication and professionalism, to learn their needs, what is important to those clients, and what plans would best fit their current stage in life.

Certifications

- **CompTIA A+ - Feb 2023**: Remote troubleshooting, hardware and software diagnostics, user support, ticketing systems.
- **CompTIA Project+ - Apr 2024**: Agile and Scrum project management, change control, regression and functional testing methods.
- **Google IT Support Professional - 2020**: IT training from Google focusing from troubleshooting, customer support, system administration, AI, and Python.

Technical Skills

- **Testing Tools:** JIRA, TestRail, Trello
- **Design Tools:** Figma, Adobe XD, Adobe Photoshop
- **Productivity:** Microsoft Office Suite, Google Workspace
- **Game Engines:** Unity (basic), MapleStory SDK, Godot, XNA, RPG Maker
- **Programming Languages:** Python, Lua, Ruby, ReactJS, HTML, CSS, SCSS, Javascript, Java

Education

Western Governors University | *Bachelor of Science, Software Engineering*   **Oct 2021 - 2025**