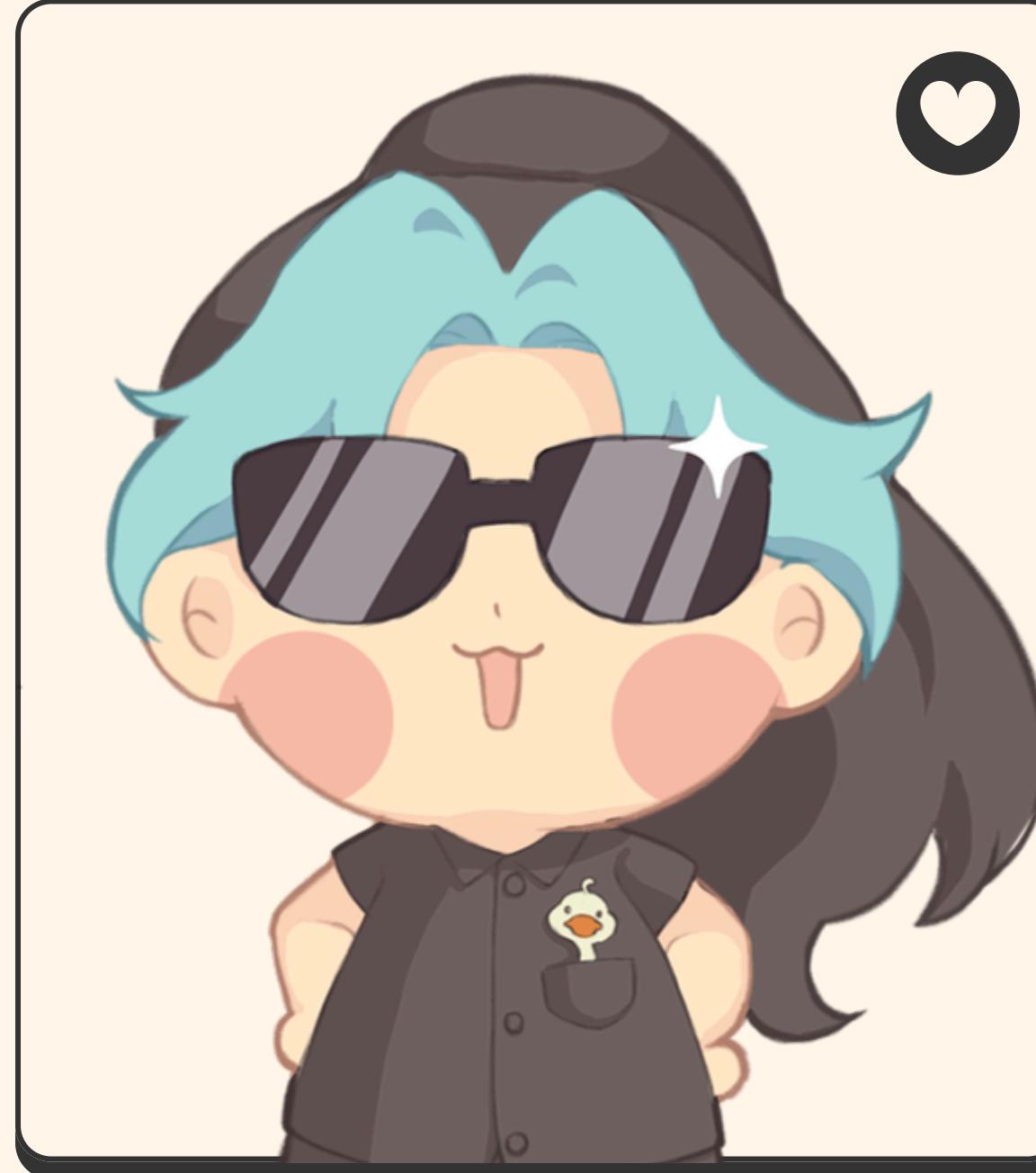


“Creativity is connecting  
the familiar in a new way.”

Experience   
**Creative Team Lead**  
**Creative Strategist**  
**Product Owner**

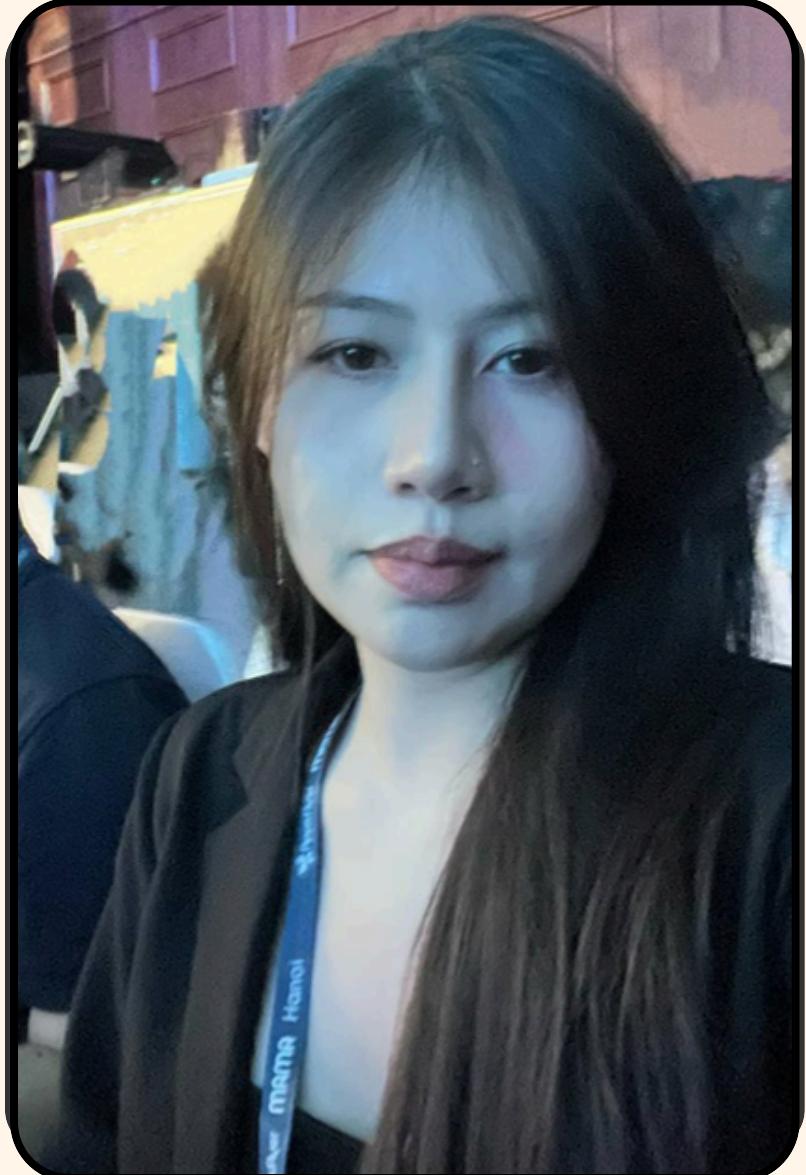


Skill   
**Creative Strategist**  
**Team Leadership**  
**Concept Ideation**  
**Cross-functional Collaboration**

Education   
**Vietnam Trade Union University**



**Creative for Mobile Games**



## Profile

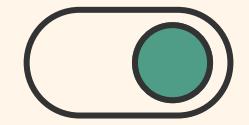


## Introduction

I work in creative strategist for mobile games, with over 4 years of experience including 3.5 years in the industry. I turn player stories, market trends, and product logic into creative concepts and test directions. I collaborate with UA and Product teams to keep creative direction aligned with product goals and improve workflow effectiveness.

To me, creativity is connecting familiar things in a new way.

**Collaborative**



**Solo-thinking**



**About Me**

## Mirai Studio

3.5 Years

Creative Team Lead



Creative Strategist



Product Owner



7.2025-12.2025

Product Owner



Managed backlog and roadmap, worked with Game Designers on feature direction using player insights, and aligned Product–UA–Creative.

## Appreciation

Middle Management Specialist  
PTI Entrepreneur School

Agile & Scrum Training

9.2022-12.2025

Creative Lead & Strategist



Led creative direction and content plans, turning ideas into clear stories that supported project goals.



## Experience

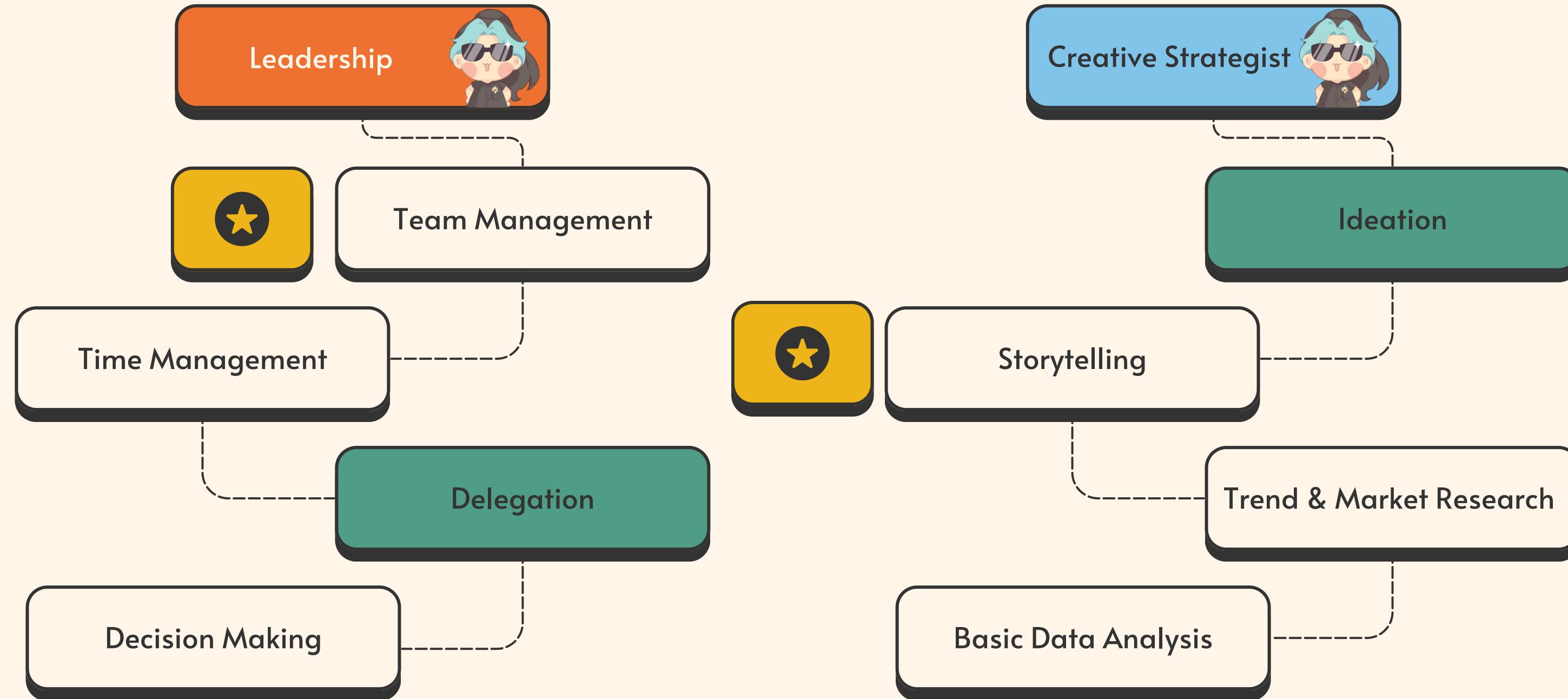
### Nhà Kaito

4 Months

Content Creator  
(MC & Scriptwriting)

- Wrote scripts, hosted content, and produced studio/on-site videos.
- Evaluated content performance on Facebook and YouTube.

Confirm



10M+  Download



[Bike Master Challenge](#)

[Bad Student:  
School Prank](#)

5M+  Download



5M+  Download



[Monster Makeover:  
Mix Beats](#)



[Guess Monster Voice](#)

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[Home Rush:  
Draw To Go Home](#)

[Help Monster: Tricky Puzzle](#)

1M+  Download



5M+  Download

[Rainbow Agent:  
Disguise Master](#)



[Help Me: Tricky Puzzle](#)

5M+  Download



[My Little Hospital](#)

1M+  Download

10M+

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## Bike Master Challenge



Role: Creative Team Lead



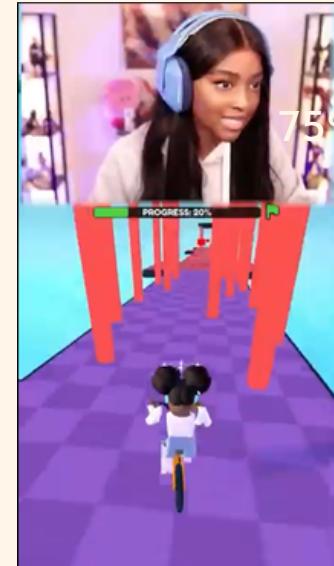
- 🏆 Winning Concepts (CPI <0.03\$ Tier 3)
  - Human Reaction (Streamer resize)
  - Trending Filters (Minecraft/Roblox)
  - Fail Trigger Moment “Almost Miss”

- 💻 Optimization for CPI ( KPI: <0.02)
  - New “Spam Element” concept
  - → Passed CPI target ✓

Update

Continue

Human Reaction



CPI: ~0.03 Tier 3  
CTR: ~4%  
CVR: ~47%

Trending Filters



CPI:

- 0.01 tier 3
- US ~ 0.15

CTR: ~5% (GA)  
CVR: ~ 65% (GA)

Spam Element



CPI: <0.02 tier3  
CTR: ~4.5%  
CVR: ~ 43%

CLICK TO PLAY



Portfolio



# Home Rush: Draw To Go Home



10M+

Download

Creative Team Lead



## Winning Concepts

- Fail Trigger
- Storytelling : intro people, intro character,... + gameplay
- Challenge
- Theme Pet
- Mix

## What i did:

Research Trend

Creative concepts

Production coordination

A/B testing creative + optimization

Team Management

## Top Creative

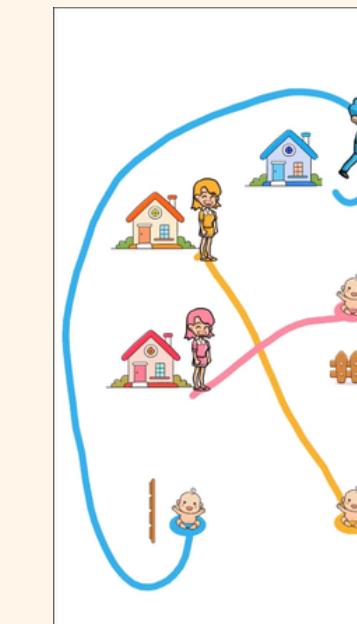
Peak spend daily:  
\$4k



Peak spend daily:  
\$2k



THIS GAME IS NOT EASY



Peak spend daily:  
\$3k

Peak spend daily:  
\$2k

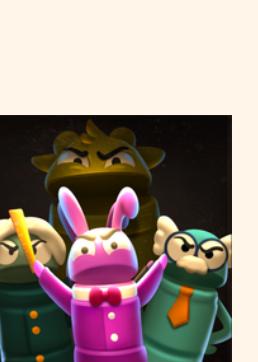
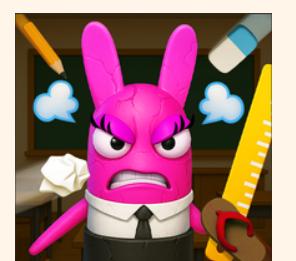
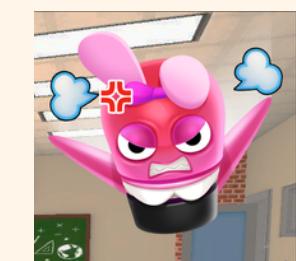
The game reached scale after 3 weeks of production — including 2 weeks of concept testing and 1 week for creative spam scaling.  
Peak spend: \$10k daily  
Highest CTR GA: ~5% (Youtube), ~9% (GG Display)

CLICK TO PLAY

## A/B test icon phases



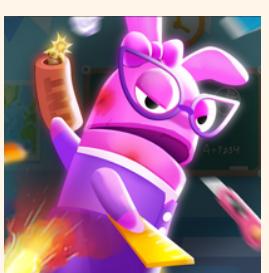
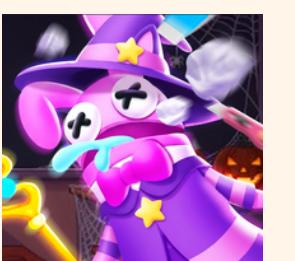
icon base



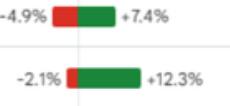
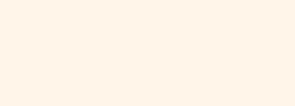
## Bad Student: School Prank

Apply

Apply



First - time  
installers

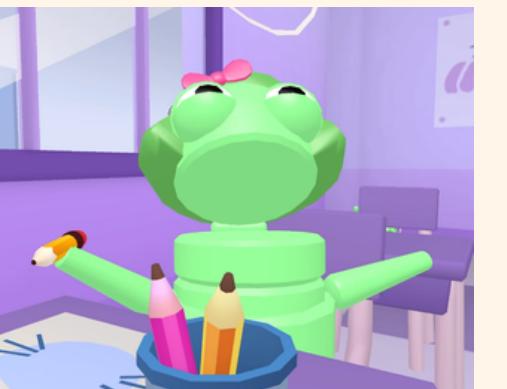


Retained



Top Creative

CLICK TO PLAY



Resize Trending

Gameplay

Cinematic

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5M+  Download



## Monster Makeover: Mix Beats

### What i did:

Took UA trend signals

Pick Character + Concept icon testing

Coordinated production

Briefed video + screenshots  
to align with icon theme

Team Management

### ASO Growth Case

#### ★ Overview

The game scaled through two ASO phases by turning UA trend signals into themed icon & store assets.

- Phase 1: Smurfcat Theme
- Phase 2: Pomni Theme

Each phase unlocked new traffic peaks and maintained scale for weeks.



- ≈2× store traffic vs original listing
- ≈5× daily spend peak compared to pre-theme (new peak \$3k5)
- Sustained growth ~1 month before trend down
- New peak daily spend, higher than Phase 1 (\$4k2)
- Consistent traffic for ~2 months
- Extended lifecycle after the first trend down



## Rainbow Agent: Disguise Master

1M+  Download

### A/B test creative (color)

The image shows three mobile application screens used for A/B testing creative designs. Each screen includes a bell icon and a 'Close' button at the bottom.

- Option I:** An orange-themed screen showing two people in a room. A blue character is standing near a green counter. Statistics: CTR 6.78%, CVR 38%.
- Option 4:** A white-themed screen showing two people in a room. A blue character is standing near a red counter. Statistics: Roas 126%, CTR 8%, CVR 42%.
- Option 2,3,5,...:** A blue-themed screen showing a grid of smaller preview images of various scenes. Statistics: CTR 5-6.3%, CVR 36-40%.

- Ideation
- Raw source production
- Brief & direct creative

### Creative Concept Key: Cinematic



- Briefed 3D cinematic concept
- Worked with 3D artists & editors
- Iterative feedback & quality review

**Portfolio**

CLICK TO PLAY



Contact Me



**trangmiu.a10.td1@gmail.com**



Phone Number

**0978 940 199**



Telegram

**@TMiuu279**

Notification



**Thank  
You!**

Close

Okay

