VU ANH HAI

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Education

National Economics University (NEU): 2012 – 2016

Bachelor of Business Management

Work Experiences

Koei Tecmo Software Vietnam: 08/2017 – 01/2026

- **QA department:** 08/2017 – 12/2019

Tester:

o Conducted functional testing to identify bugs, balance issues, and usability problems; documented and reported findings to development teams.
o Participated in alpha-stage playtesting, providing structured gameplay feedback to support iteration and polish.

- **Developer department:** 12/2019 – 01/2026

Product: 100 万人の三國志 special (12/2019 – 01/2026)

Game link: 100 万人の三國志 Special

A historical simulation game based on Koei's "Romance of the Three Kingdoms". Players collect and train various characters via weekly-event, and engage other players in battle to unify Three Kingdoms.
Average monthly revenue: 20~25mil yen (~3-4bil VND)
Average DAU: 3000

Game designer: 12/2019 – 07/2022

o Authored detailed game design documents, system specifications, and feature proposals for new content and live updates.
o Performed sales and player behavior analysis to identify monetization and engagement improvements, proposing data-driven solutions.
o Planned and balanced reward structures for weekly and seasonal in-game events.
o Implemented data entry and configuration for new game content, events, and systems.
o Collaborated with the CG/art team to define asset requirements and ensure visual assets aligning with gameplay and monetization goals.

Lead game designer: 07/2022 – 01/2026

o Designed and developed multiple core gameplay, progression, live-service systems and improvements to extend game lifecycle and improve long-term player engagement.
o Designed and refined multiple IAP monetization models based on sales performance and player behavior data.
o Maintained stable live-ops performance with approximately 95% year-over-year revenue retention.
o Owned high-level game design planning, including feature roadmaps, production schedules, and milestone definition.
o Estimated sales forecasts and CG production costs to support monetization strategy and resource planning.
o Led and coordinated a cross-functional team of 5 developers, defining task priorities and ensuring design alignment.
o Acted as the primary liaison between design, CG/art, and other departments to ensure timely delivery of game assets.
o Monitored task progress and execution across the project to ensure on-time and high-quality delivery.
o Trained and mentored new game designers, improving team capability in systems thinking, monetization, and data-driven design.

Skills

- PSM I – 2025: [Professional Scrum Master™ I (PSM I) - Credly](#)

- PMP – 2026: [Project Management Professional (PMP)® - Credly](#)
- Language:
  - English: Good (TOEIC 865/990, 01/2016)
  - France: pre-intermediate
  - Japanese: N3
- Core Game Systems Design (Progression, Economy, Live-Ops)
- Game Balance & Reward System Design
- Data-Driven Game Design & KPI Analysis
- Game Design Documentation (GDD, System Specifications)
- Cross-Functional Collaboration (Design, Art, Engineering)
- Production Planning & Task Prioritization