

Zhao Wenbo - CV (EN)

Zhao Wenbo

Email: xu216126@gmail.com | Phone: +86 18800125107

Location: Beijing, China | Nationality: Chinese

French: A2 (currently preparing for TCF, aiming B2 by 2025)

PROFILE

Aspiring game designer with 3 years of experience in casual game design, market research, and interactive system development. Holds a BA in Digital Media Art with strong academic and international background, including published research in immersive mixed reality. Seeking admission to a French Master's program in game or interactive design for 2026.

EDUCATION

Communication University of China - Bachelor of Arts in Digital Media Art

Sep 2017 - Jun 2021, Beijing, China | GPA: 3.58/4

- Relevant Courses: Design Psychology (95), Virtual Reality Creation (97), HCI Technology (95), Interactive Art Thinking (96)
- Honors: 3rd Prize, Beijing Animation Design Competition (2020); Canada Digital Media Exchange Program (2019)

WORK EXPERIENCE

Game Market Analyst - Xiamen Paoyou Network Technology Co., Ltd.

Jan 2023 - Jun 2023

- Developed analysis frameworks based on session duration and user profiles
- Conducted teardown of 20+ games, assessing systems and performance
- Forecasted trends using 2022-2023 industry reports
- Monitored market via SensorTower, Reyun, Diandian; provided strategic insights

Casual Game Designer - Competitive World (Beijing) Network Technology Co., Ltd.

Jan 2021 - Sep 2022

- Designed system architecture and gameplay for puzzle and idle games
- Led analysis of competitors to optimize monetization and UX

Zhao Wenbo - CV (EN)

- Balanced game economies, improved revenue by 10% YoY
- Designed seasonal events increasing DAU by 12%

Interactive Visual Designer - Beijing New Drama Yuan Culture Technology Co., Ltd.

Sep 2019 - Dec 2019

- Built interactive projection system using Unity & LiDAR for Panasonic Expo
- Implemented OpenCV body tracking and OSC protocol for sync
- Created audio-reactive visuals with Notch

RESEARCH & PUBLICATIONS

1. "Enhancing the Digital Inheritance and Embodied Experience of Zen via Multimodal Mixed Reality System"
ACM Link: <https://dl.acm.org/doi/10.1145/3641234.3671076>
2. "Flowing with Zen: Empowering Intangible Cultural Heritage through Immersive Mixed Reality Spaces"
IEEE Link: <https://ieeexplore.ieee.org/document/10536535/>

SKILLS

- Game Design, Interaction Logic, UX Flow, Market Research
- Software: Unity, Unreal, C#, Axure, Sketch, Adobe Suite, Notch, OpenCV
- Data Tools: SensorTower, Reyun, Diandian, Excel

References available upon request.