Zhang Zihao
Game Developer

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Concorde Tower, Cluster H
Jumeirah Lakes Towers, Dubai
(Willing to relocate)

Professional Experience

Duckgames.fun – Mobile Games Studio – Dubai

Game Developer/Founder – September 2018~Recent (2 years 3 months)

'KingQuests' (Unity – iOS – 2020) – Archero-alike action game with on-player equipment system
Designed, developed, published the games as a one-person team.

➢ **Game programming:**
  ✓ Game systems: Custom editor tools, enemy AI, mimic online-opponent AI, custom animated UI Interface, data management system, loot/rarity system, skill tree.
  ✓ Gameplay: Upgradable attack effects, projectile physics, pick-up items and powerups, NPCs, wearable items, sub-features, in-game events.
➢ **Game Design:**
  ✓ Level Design: Self-built editor level design tool, custom workflow for producing super-low resource usage level packs.
  ✓ Game Concept: Designed game flow, gameplay, items regarding monetization demands, world-building on limited art resources.

Other published products:
'Tiny Legend' (Unity – iOS – 2020) – Battle royal io game with spell-casting and classes system
'Bouncing Catz' (Unity – iOS – 2020) – Hyper casual Bouncer game
'Free Fire' (Unity – iOS/Android – 2019) – Top-down Turret Shooter idle game
'Save Ducks' (Unity – iOS/Android – 2019) – Hyper casual duck rescue game
'Gang Town' (Unity – iOS/Android – 2019) – Cowboy spin wheel casual game
'Cannon Blast' (Unity – iOS/Android – 2018) – Hyper casual Shooter game

App Annie – Mobile Analytics Company – Beijing

Marketing Intern - Mobile Apps – February 2018~July 2018 (5 months)

➢ Assist marketing manager on online meeting to strike potential customers.
➢ Design sign-up pages (AA Webinar), top charts, social media banners and emails.
➢ Write App Annie weekly insights articles.
➢ Optimize key-feature brochures and ads, supervise localization quality.

Cocos Overseas Games Branch – Mobile Games Company – Beijing

Game Designer/MENA Operation Associate - Publisher Side – April 2017~April 2018 (1 year)

'Metal Slug XX Online'(iOS/Android), 'Gaydorado' (iOS/Android)
➢ Game Designer: IAP contents, in-game events, new add-on feature.
➢ Game Operation: Opening up new servers, schedule the release of new features to maintain active new users. Coordinate game launch between dev team and publishing team.
➢ ASO: Optimize description, screenshots, search keywords to achieve higher CVR.

Skills

Programming/Gamedev:
Gameplay, UI, Systems, Data management, SDKs
Unity, C#, Python
Blender

User Acqusition/Monetization:
Facebook Ads, Adsense, Apple Search Ads
Admob, Facebook Monetization Manager

Education

Beihang University – Beijing – China
Bachelor – English Literature – 2012/2016
Bachelor – Economics – 2012/2016

Beijing Normal University – Beijing – China
Master – Translation and Interpretation – 2016/2018