

# HAIYIN (HALEY) YANG

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## Game Designer

*Expertise in mobile gaming and leveraging data to inform design & balancing of new game features that drive engagement, retention & monetization*

Innovative and experienced game designer with an area of expertise in game design that implements, play-tests and refines game design features to achieve a projects creative vision, goals and objectives. Skilled in fostering creative & scalable design solutions and improving the quality of the games while enhancing the efficiency of the team. Deftness in solving game design problems that are worth solving, synthesizing game mechanics, theme, monetization strategies, and social features into an integrated product. A natural collaborator and phenomenal communicator with skills in delivering an unparalleled in-game experience to the global audience.

### Key Skills

- Pivotal role in creating a meaningful solution for hidden levels - special mode out of the main progression of a casual game
  - Utilized skills to solve the puzzle; successfully created guidelines and design principles for other designers by analyzing hidden levels as well as researching player's feedback on the forum
- Showcased excellence in driving player engagement and monetization by creating hint systems and events around hidden levels
  - Hints support the designs of hidden levels by guiding more players through puzzles to experience wonderful "ah-ha" moments; they are purchasable and hint tickets can act as rewards from other activities
- Distinguished role in managing level content creation pipeline by deploying special tuning systems, designing experiments and analyzing data to constantly live tune the content

### Core Competencies

*UX Design | Content Design | Live-Ops | Product Design & Implementation | Project Lifecycle Management | Mechanic Design | Systems Design | Data Analytic | Documentation | Prototyping | Deconstruct | Training Fellow Designers*

## PROFESSIONAL EXPERIENCE

**Happy Elements, Beijing, China | Jun 2018 – Jan 2020**

**Lead Designer - 开心消消乐 (Anipop)**

*Served leadership role in leading content group of 12+ designers for creating new mechanics and fun levels for the most played mobile game in China. Distinction of creating & rapidly iterating content and features for released live games and unreleased systems in game development.*

- Accountable for designing & improving tools and workflows to meet aggressive content releasing cadence
- Bestowed with Work Breakthrough Award for developing the content of a system for hiring and training new designers. It includes:
  - Preparing test questions with review guidelines, interviews, 3months' training, and review process
  - Supporting teams to rapidly find and train designers for level creation and game play designs
  - The system was copied by other disciplines/teams and modified accordingly to hire and train new talents with excellent knowledge

**Zynga / Zindagi Games, SanDiego / Camarillo, CA | Jul 2016 – May 2018**

**Game Designer - Willy Wonka's Sweet Adventure, Wizard of Oz: Magic Match, Crazy Cake Swap, Crazy Kitchen**

*Worked closely with team members to design & develop F2P casual games for mobile platform experience that prove out the potential of the combination of fun gameplay mechanics and classic art styles.*

### Zynga

- Involved in delivering innovative mechanics and 700+ levels with methodical cadence; liaised with outsourcers to create content
- Served as an in-charge of reviewing outsourced levels for Willy Wonka's Sweet Adventure
  - Communicated with non-native speaking developers to manage game tuning and balancing to optimize experience & business performance

- Explained design principles discovered through player analytics (retention rates, player ratings, etc.)
- Approached them positively and switched to video calls to solve misunderstandings and key concepts

### Zindagi Games

- Responsible for primary designing, prototyping, R&D, and product pitch development to test their viability & performance
- Distinctively utilized analytical skills, player insights and creativity aid in crafting in- and out-of-game experiences to engage players
- Successfully put efforts in speaking in front of industry veterans having more than 10 years' experience; prepared speeches with thoughtful design documentation and raised questions to be discussed during the meeting

#### **Google Project Tango, Redwood City, CA | Jan 2015 - May 2015**

##### **Game Designer - Hungry Squids**

*Closely worked on a VR arcade-style shooter's game project with a team of five at Carnegie Mellon. Performed as designer and artist of the game; conceptualize the gameplay experience with the team and visualized the experience by designing UI/UX and modeled 3D items for players to create own levels. Developed tools for level building and a system to display PGC (player generated content – levels)*

- Holds the distinction of designing and prototyping revolutionary gameplay experience on Google Tango device by using cutting-edge technologies
- Successfully designed game systems and UI/UX contributing to Tango's Community
- Key role in demonstrating the game at GDC 2015

#### **InnovaJoy | Aug 2014 – Mar 2015**

##### **Game Designer - The Eastern Egg / Journey to the West**

*Utilized problem-solving skills to resolve ambiguous opportunities in prototype and pre-production phases; designed multiple tutorial variations to engage players*

- Distinction of prototyping a game in mental health approved by universities and hospitals while working remotely
- Leadership role in designing UI/UX and levels of the game catering to trauma patients

### Previous Experience

#### **Philadelphia Game Lab, Philadelphia, PA | Jul 2014 – Aug 2014**

**Designer, 3D Artist - Third Eye**

#### **Game Jams & Building Virtual Worlds**

**Game Designer - Fast Prototypes**

### EDUCATION

**Masters of Entertainment Technology** from Carnegie Mellon University, Entertainment Technology Center (ETC), Pittsburgh, PA | **2015**

**Bachelor of Engineering** from Beijing Language & Culture University, Technology of Digital Media, Beijing, China | **2013**

**Tools:** Google Spreadsheet | Office | Tableau | Balsamiq Mockups | Lucidchart | Perforce | SourceTree | Hansoft |  
**Game Engine:** Unity 3D | Unreal | **Art:** Photoshop | InDesign | Maya | **Programming:** C | C++ | **Video:** After Effects |  
 Sony Vegas | **Sound:** Audition

### Other Engagements:

- Player of Competitive League of Legends (LoL) (ranked Platinum in season 6 & 9); LoL is a MOBA Game on the PC platform by Riot Games
- Played WoW TCG / Hearthstone, Magic the Gathering, Pokémon TCG and other card games
- Project Management Professional (PMP)