

YiCong Sim - Game Designer

Skills

Game Design and Live Operations

Monetization, Mobile Game Publishing, Game Systems and Economy, In-Game Advertising, Usability Testing, User Interface, User Experience, Data Analysis, KPI Management (P&L)

Software and Platform Proficiency

- Data Visualization and Balancing (Advanced *MS Excel*), *Tableau*, *Google Firebase*, Project Management (*JIRA*, *Redmine*), Design Documentation (*Adobe Photoshop*, *MS Powerpoint*)

Professional Experience

Game Designer (Live Operations)

goGame Singapore [A SEGA Subsidiary] (Jan 2016 - Current)

- Worked on 4 Mobile Game Titles
 - *Dragon Project*, *Disney Crossy Road SEA*, *War Pirates*, *Hello Kitty: Fantasy Theater*
- Monetization, Mobile App Advertising (*Google Admob*, *Fyber*, *IronSource*)
- Live Operations and Events Planning
- Systems and Feature Design, Game Economy Balancing
- Data Analysis (Tutorial Completion, Retention, Paying Conversion, Player Progression)

Programming / Game Design Intern

PlayFury Singapore (Apr 2014 - Sep 2014)

- Worked on 2 Mobile Game Titles
 - *Sushi Zombie*, *Super Poker*
- Monetization, Gameplay Difficulty Balancing, *Windows Presentation Foundation* Research

Independent Developer

Up to 6 Effort Months with Various Small Teams

- Launched 3 Indie Mobile Game Titles
- Game Design and Client Programming with *Unity* Game Engine (*C#*)

Accolades

International Mobile Gaming Awards

- Online Jury for 2nd *IMGA* Southeast Asia

Development Bank of Singapore Game Jam (DBS)

- 2015 Jammer's Popularity Choice Award

DigiPen Game Awards

- *Claude Comair* Game of the Year 2015; Most Innovative Design and Most Engaging Game

Education

Bachelor of Arts in Game Design

DigiPen Institute of Technology (2013 - 2016)

- Dean's List Honors 2013 - 2015