"I have 4 years of casual mobile game design experience, which includes match-3 level design & balancing experience.

My innate sense of empathy & compassion helps me effectively advocate for the dignity of users and those on my team."

EXPERIENCE <</p>

Norma Tu

Game Designer -

WATERWORKS AQUATICS, SWIM INSTRUCTOR

Swim School in Carlsbad, CA that provides user-centric swim experiences

- Improved the Swim Instructor experience by prototyping & proposing a new website user flow via Figma.
- Streamlined & playfully adapted the curriculum to user needs based on proficiency levels & accessibility accommodations.
- Iterated on my teaching approach & communication of swimming strokes & drills based on user & team feedback.

JAM CITY, GAME DESIGNER, ASSOCIATE GAME DESIGNER

HGTV MyDesign, unreleased mobile title that soft launched in the UK & Phillipines [Jan 2021 - Aug 2022]

- Developed over 125 levels in a fast-paced startup-like environment based off of interior designers' client specification slides.
- Created detailed best practices and documentation for cross-functional collaboration.
- Improved on the onboarding process of 3 new hires as we transitioned to working fully remote, iterating on the process using feedback from the last onboarded hire to improve the experience for the next hire.
- Resolved bug tickets over JIRA, using SourceTree version control to do pull requests and merge fixes safely into the develop branch upon approval.

Cookie Jam, match-3 mobile title awarded Facebook's Game of the Year in 2014 [Jun 2018 - Jan 2021]

- Learned the company's in-house level design software based on Adobe Flash (then eventually Unity3D) within a month.
- Created over 400 levels, while actively revisiting levels that needed difficulty tuning to reduce player churn rates.
- Prepared feature presentations, game design documents, and competitor R&D slides for stakeholders.
- Pitched and launched a new blocker game mechanic called the "Filled Churro" for end of content users.
- Iterated on feedback from the team in bi-weekly Agile "stand-up" meetings via Google Calendar, Zoom, and Slack.
- Established the "Level Recycle" project to reduce designer weekly content production workload by 50%

EDUCATION -

UNIVERSITY OF CALIFORNIA, SANTA CRUZ

B.S. in Computer Science - Computer Game Design [Sept 2017] (formerly B.S. in Molecular, Cellular, & Developmental Biology)

SKILL SUMMARY

Tools: Unity3D | Canva | Git Command Line | Sourcetree | JIRA | draw.io flowcharts | Google Suite
UX Skills: Information Architecture | Interaction Design | Rapid Prototyping | Wireframes | Usability Testing | Qualitative Research
Soft Skills: Cross-functional communication | Giving & Receiving Constructive Feedback | Growth Mindset | Public Speaking
Familiar with: Figma | Unreal Engine | Blueprints Visual Scripting | Designing for Accessibility | Visual Design
Special Interests: Medical dramas | Human Biology | Mental Health | Psychology | Personal Growth | Teaching | Swimming

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[Feb 2023 - Present]