

# MARK WOO

**Sr. Game Designer at Navigator Games**

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## HIGHLIGHTS

- **Live-Ops Game Designer:** Proven track record of delivering above expectations KPIs and revenue for live mobile games.
- **Mobile Content Creator:** Thrives on creating in-game content for live mobile games that excite and re-engage players.
- **External IP Collaborator:** Works intimately with Iron Maiden and Avatar the Last Airbender to deliver quality design.
- **Pre-Production EXP:** Shipped Forged Fantasy for Hothead and currently working on to be launched ATLA mobile game.
- **Passion for Free to Play:** Actively engages with free to play communities across new and top charting mobile games.
- **Foundation of Analytics + Production:** Champions data driven LiveOps design and loves sniping low hanging fruit.

## TECHNICAL FAMILIARITY

Excel/Sheets	8 Years EXP+	Perforce	6 Years EXP+	Torque Engine	3 Years EXP
Jira/Confluence	8 Years EXP+	Unity	3 Years EXP+	Tableau	3 Years EXP
Design Doc.	7 Years EXP+	C#/JSON Script	3 Years EXP	MySQL/Redshift	2 Years EXP

## WORK EXPERIENCE

**Navigator Games** June 2020 - Present  
Senior Game Designer

### Avatar the Last Airbender mobile game

- Currently working on major features for Avatar the Last Airbender mobile game, working with Square Enix.
- Leading a team of associate designers, setting quarterly goals and 1 on 1s to discuss career growth.

### Iron Maiden Legacy of the Beast

- Master of all content produced for Legacy of the Beast. Working intimately with the band to deliver content exceeding their expectations.
- Released 6-8 Heroes each month, designing heroes from conception, art direction, kit design, and ability implementation.

**Hothead Games** July 2016 - June 2020  
Senior Live Ops Game Designer (4 years)

### Hero Hunters: LiveOps Design/Feature Design

- Master of all LiveOps design on Hero Hunters. Sales, Events, and Gacha designs.
- Retuning and revamping old features, reward structures, economies, and monetization strategies.
- Here are the highlights of my tenure:
  - 120%+ target revenue for 3 fiscal quarters
  - ARPPU highest since I've joined the team
  - Doubled Conversion rate and subscribers
  - Re-ignited engagement in PVP and other game modes

### Forged Fantasy: Level Design/Feature Design

- Master of all content: Level design, Event design, Feature design, Environment design, Enemy design and behaviours.
- Here are the highlights of my work on FF:
  - Co-op Boss Design
  - Enemy Melee AI Improvements
  - Milestones Chapter Achievements

### Kill Shot Bravo: Level Design

- Level Design, Environment Design, Enemy Designs were my day to day. Some highlights from KSB:
  - Slow Motion Max Payne like shotgun levels
  - Blade Runner-esque Neo Tokyo Region
  - Gun Kata inspired pistol missions

**East Side Games** February 2015 - October 2015  
Game Designer (9 months)

**East Side Games** February 2014 - February 2015  
Assistant Producer (1 year)

**East Side Games** January 2013 - February 2014  
Jr. Game Analyst (1 year 1 month)

## EDUCATION

**Simon Fraser University - Burnaby, BC**  
2008 - 2012  
Bachelor of Arts - Communications