

# PHILLIP CHAN

## GAME DESIGNER

Veteran game designer with over 10 years of designing for games across a spectrum of platforms, including PC MMO, console, VR, and mobile. Experience designing for and developing in Unreal, Unity, and a variety of in-house engines.

Staunch believer in iterative and collaborative design, defender of process and discipline, champion of the player experience, and firm adherent to the school of humility and learning. Design beliefs include human-centered design, behavior patterning, and playing the hell out of your own game. Upholder of a goals-oriented, interpersonal leadership approach, with focus on team building, vision alignment and team culture.

## PROFESSIONAL EXPERIENCE

*Deep Silver FISHLABS | Hamburg, Germany | 2016 – Present*

### CREATIVE LEAD

Currently leading a 12-man project team co-developing multiplayer DLC for an upcoming unannounced Deep Silver first person zombie shooter made in Unreal.

**Titles:** Upcoming AAA First Person Co-Op Zombie Shooter (in production), Unannounced AA Space Shooter (in production), *Dead Island: Survivors* (iPhone/Android), VR project (cancelled), Nintendo Switch project (cancelled)

### KEY CONTRIBUTIONS:

- **Creative Lead on AAA Unreal project.** Primary vision holder for DLC content and creative manager of a multi-disciplinary team on a co-developed game
- **Led Meta-/UI/UX Team.** Managed a team consisting of a UI/UX Designer, two programmers, and an Unreal Tech Artist on an unannounced AA story-driven Space Combat game made in Unreal.
- **Designed Combat System** foundation for an unannounced AA story-driven Space Combat game made in Unreal.
- **Designed Social and Economy Systems** for *Dead Island: Survivors*, a 3<sup>rd</sup>-person action/tower defense hybrid on iPhone/Android made in Unity.
- **Jumpstarted cutting edge prototypes** for DS-FISHLAB's first VR project (cancelled) and first original Nintendo Switch Project (cancelled).

*Goodgame Studios | Hamburg, Germany | 2015 – 2016*

### LEAD DESIGNER

Managed two feature teams, held an active stakeholder role on a tech team, and helped develop and manage a communicative, collaborative Design Department on an unannounced, Action RPG PC title.

**Titles:** *Project Nightshade/Corpus Cell* (cancelled)

### KEY CONTRIBUTIONS:

- **Led the UI/UX Team.** Managed a team consisting of one designer, two artists, one engineer, and some tech artist help rotation. Set up project management pipelines, fought for UX to be included in all design discussions, facilitated UMG development, and instituted a customer-oriented service policy.
- **Led the Economy Feature Team.** Managed a team consisting of two designers, one balancer, four engineers. Launched the team to tackle Monetization, Itemization, Customization, Rewards and various other non-Combat game systems.
- **Advised the Tech & Tools Team.** Selected as design stakeholder on a mixed discipline team to confront the challenge of developing an online game, including backend (server) systems, content management systems, and tools development.

- **Co-Managed the Design Department.** Championed multiple initiatives to improve communication from top to staff, facilitated individual and team skills development, and took an active role in day to day department operations.

*Carbine Studios | Aliso Viejo, CA | 2011 – 2014*

#### **SYSTEMS DESIGNER**

Developed design documents, prototypes, and corralled resources from all disciplines to establish functional crafting in game.

**Titles:** *Wildstar Online*, a PC MMORPG

#### **KEY CONTRIBUTIONS:**

- **Built from the ground up two distinct crafting frameworks.** Wildstar Online boasts two crafting systems: Circuit Board Crafting, a gear customization system that focuses on player choice and burden of optimization, and Coordinate Crafting, a mini-game utilizing a Cartesian coordinate system, controlled random, and vector/radius controls.
- **Established robust virtual economic systems.** Systems designed include Items and associated sub-systems, Player to Player Marketplace, Consumables, Loot, Vendors, Banking, and Quest Rewards.
- **Crafting an identified metric in attach rate increase.** Wildstar Metrics show that crafting is a vital part of the game's charm, scoring a 12.2% increase in subscription attach rates. 74% of all players having some or more crafting progression completed.
- **Designed and Programmed Tools.** Designed and programmed a NPC Random Name Generator in C# amongst other personally-developed professional tools. Used by over 50 content designers.

*NCSoft Corporation | Seattle, WA | 2010 – 2011*

#### **GAME ANALYST**

**Titles:** *Aion Online: Assault on Balaurea*, an expansion for Aion Online, a PC MMORPG

*EA Mythic | Fairfax, VA | 2008-2010*

#### **SYSTEMS DESIGNER**

**Titles:** *Warhammer Online*, PC MMORPG

*Vivendi Games | El Segundo, CA | 2006-2007*

#### **SOFTWARE QUALITY ASSURANCE ENGINEER**

**Titles:** *FEAR* (Xbox), *FEAR: Perseus Mandate* (PC), *Eragon* (Xbox), and *Caesar IV* (PC).

## **EDUCATION**

*Bachelor of Arts in Intelligence Studies*

**American Military University, Charles Town, WV**

*Associate of Applied Science, Korean Language*

**Defense Language Institute/FLC, Presidio of Monterey, CA**