Muhammad Hazzry Bin Shafaruan

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WORK EXPERIENCE

Gamelogic Pte Ltd   **Jun 21 – Oct 23**

Game Designer (for *DarkOrbit: Reloaded,* MMORPG on PC)

- Planned and executed in-game events resulting in consistent hitting of targets; for example, the Easter Event 2023 exceeding PU targets by 84% and ARPPU by 54%.
- Spearheaded design of a new rogue-lite game mode, handling the systems, difficulty scaling, economy balance and monetization strategy, boosting long-term currency sink.
- Led game design of five feature expansions, for example the Unstable Module expansion led to an improvement of in-game economy by 11% and player activity by 35%.
- Administered data-driven rebalancing of monthly events yielding an average increase of 16% in event revenue and 26% in ARPPU.
- Identified and addressed reasons for dips in player activity; for example, improvements made to the Season Pass update saw an increase in DAU and exceeded revenue and PU targets by 14.9% and 14.8% respectively.
- Actively collaborated with the team in responding to live incidences, maintaining a high level of player satisfaction.
- Pioneered the UX design for multiple new features and content expansions, including the optimization of existing ones; for example, the Dispatch feature and the Unstable Modules feature.

TOKIGAMES Pte Ltd   **Jun 20 – Jun 21**

UX Designer (for *Top Squad,* Live fantasy football platform on Mobile and PC)

- Improved existing workflow by 35% through integration of Google Sheets tool.
- Identified and reworked 2 vital user experience issues within the first month of work.
- Implemented system to improve workflow tracking for team of 4 designers.
- Spearheaded UX design for 3 new pages of gamification platform.

Hexagoon Pte Ltd   **Oct 18 – Oct 19**

Game Designer, Producer, Marketing Head (for *Takoway,* Puzzle game on Mobile)

- Formulated puzzle design and overall game design; recognized as one of 5 best new mobile games of Week 1 of October by *PocketGamer*.
- Administered user feedback, translated playtesting results into actionable insights to ensure positive user experience.
- Collaborated with main storywriter to craft a meaningful and cohesive story.
- Worked closely with artists in attaining a comprehensible story through visual portrayal of story elements.
- Showcased *Takoway* to 5000+ attendees of Busan Indie Connect 2019 and GameStart 2019; featured in Berita Harian (13 October 2019) for involvement in GameStart 2019.
- Spearheaded the UX design, ensuring high playability despite its novel mechanics.

EDUCATION

National University of Singapore (NUS)   **Aug 16 – Jun 20**

Bachelor of Social Sciences in Communications and New Media (Honours w/ Distinction)

- Minor in Interactive Media Development
- Honours Thesis: *Contextualising Narrative Ambiguity in Video Games*

ADDITIONAL INFORMATION

- Game Engines: Unity
- Microsoft Office: Excel, Word
- UX Design: Figma, Balsamiq, Invision.
- Programming Languages: HTML, CSS, C, Javascript.
- Design and Illustration: Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Adobe Dreamweaver