

# Yunhao(Magian) Li

US Permanent Resident

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## EDUCATION

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**Carnegie Mellon University, Entertainment Technology Center (ETC)** Pittsburgh, PA, USA  
*Master of Entertainment Technology (MET)* 2017 - 2019

**Peking University, College of Chemistry and Molecular Engineering (CCME)** Beijing, China  
*Bachelor of Science (BS) in Chemistry* 2011 - 2016

## WORK EXPERIENCE

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**Diandian Interavtive USA** Boston, MA  
*Game Designer, Producer* 10/2020 - Present

- Working on Roblox 3 MMORPGs *Livetopia*, *Popland* and *Memeland* in team of 30.
- Designed core game systems and content including crafting, quest, levels, combat, progression.
- Developed data structure with programmers on Google Sheets and implemented game content using Excel.
- Established and maintained community on Twitter, Discord, YouTube and Roblox Group.
- Handled localization, wrote in English and Chinese, and managed 3<sup>rd</sup>-party team for other languages.
- Using Thinking Analytics platform, established dashboards to analyze game data and player behaviors, directing updates that keeps up ~30% second day retention and improvement on session time.

**Outact Inc.** Boston, MA  
*Game Designer, Producer* 09/2019 - 10/2020

- Developed a Roblox Mech assemble and battle game *Megamech* in team of 6.
- Designed systems and content including combat, level, game modes, AI, progression. Delivered full GDD.
- As scrum master, used agile for fast iterations, scheduling and reporting to project owner periodically.
- Used Google Sheet to create and Excel to implement game data for 300+ Mech parts.
- Took charge of art outsourcing, localization and community management.

**Xindong Network** Shanghai, China  
*Intern Game Designer, Associate Producer* 05/2018 - 09/2018

- Worked on *Fantasy Town*, a real-life simulating MMORPG developed in Unity.
- Collaboratively designed game core systems, built mock-ups in Unity for the design team.
- Designed 2 mini-games, built prototype in Unity and implemented content to final project.
- Executed scrum management for development of game features, used Excel to implement game content.

## ACADEMIC PROJECT (CMU ETC)

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**Team picoCTF 2019** 01/2019 - 05/2019  
*Game Designer, Producer*

- In Unity, developed *Mind Game*, a meta game in team of 4 for picoCTF cyber security competition.
- Managed project scope, process and iteration as scrum master. Worked on branding and client relationship.
- Maintained design document, designed game flow, collaborated on story writing and storyboarding.
- Designed and paper tested puzzles; implement UI in Unity; made storyboard for tutorial.

**Team Enigma** 01/2018 - 05/2018  
*Game Designer, Artist*

- In Unity, developed a 3-hour mix-reality tabletop role-playing experience in team of 6.
- Structured experience flow by player activities, storylines, role playing and tool interaction.
- Cooperated in puzzle design, took charge of art, test management, difficulty and intuition improvements.
- Managed meetings, client communication, deliverables, scheduling and activities using Google Suite.

## PERSONAL PROJECT

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**Expedition, PC Game** 08/2011 - 08/2015  
*Game Designer, Programmer, Artist, Writer*

- Developed a traditional 2.5D RPG with 20+ hours-play time using RPG Maker, sponsored by NetEase
- Designed game system and contents including 6 characters with 100+ skills, 300+ items, 100+ enemies, 100+ scenes and 200+ NPCs, managed by Excel. Implemented gameplay and data structure using Ruby.
- Worked on art resourcing, transplanting and refining for characters, items, scenes.
- Cooperated with writer to develop the game story. In charge of character design, world background, NPC design, narrative skills, side quests and script performance.