



# ZHOU QIWEI

(Rico)

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- Game Director
- Designer
- Entrepreneur

Imaginative, multidisciplinary designer with 5+ years of experience working in creative industry and 2 years' start-up experience in creating games. Passionate about creating games or products that bring playfulness and wellbeing to all people without boundaries.

## Education

Sep 2018–Sep 2020  
**Keio University**  
Master's degree of Media Design

Sep 2014–Sep 2018  
**The University of Nottingham Ningbo China**  
Bachelor's degree of Engineering,  
Product Design and  
Manufacturing

## Skills

Game Production  
Game Design  
Level Design  
UI/UX Design  
Graphic Design  
Art Direction  
Product Design  
Project Management  
Business Strategy

## Experience

Sep 2020–Present  
**Co-founder, Game Director**  
Kinix Inc, Tokyo, Japan

-As the game director, designed, produced, and shipped 2 games with groundbreaking concepts, gaining 1500+ online players globally.

-As the lead game designer, created game design documents in various aspects, including system, gameplay, and levels design. Hands-on experience in finetuning gameplay, modifying grey box levels and adjusting 3Cs in Unity.

-Designed UI/UX from wireframe to art direction and assets generation, following up on the implementation process with UI programmers to ensure a consistent presentation in the final product.

-As the creative lead, supervised graphic design, UI and art production by establishing design standards and art direction to ensure consistency and quality.

-As the project manager, work closely with developers, artists, and designers by setting up detailed production schedules and securing each milestone. Accomplished and launched a globally online party game with 5 mini-games within 3 months.

-Created promotional materials for marketing campaigns, including posters, videos and animations. Analyzed ads performance data and adjusted creative materials by several A/B tests in ads distribution, optimized CTR from 0.75% to 12.93%, and CPC from 145 to 23 JPY.



## Software & Tools

Adobe Photoshop  
Adobe Illustrator  
Adobe Premiere  
Adobe After Effect  
Figma  
Unity 3D  
Blender  
PTC Creo  
Keyshot  
Trello

-As a co-founder, helped create business strategy, financial model, and pitch deck, helping our company raised 250,000 USD in the first round of investment at an evaluation of 1.6 million USD.

Sep 2018–Present

### Game Design Researcher Keio University, Tokyo, Japan

-Research topics: Innovative Gaming Interaction, Utilization of Bio-Feedback in Gameplay, Future Active Game Design, e-sports.

## Languages

### Chinese

Native

-Delivered design services including UI design, logo design, visual identity, 3D rendering and advertisement design for clients from China, Japan, and Colombia.

### English

Full professional proficiency

Oct 2017–Jan 2019

### Designer Freelance, Remote

Jun 2017–Sep 2017 & Jun 2018–Sep 2018

### Designer (Internship) CH-LAB, Ningbo, China

-Accomplished 8 individual projects, and 3 team projects as internship team lead, including brand identity, industrial design, package design, typography design, poster design, and 3d rendering.

-Curated an offline exhibition to showcase the studio's latest design projects. In charge of curation, spatial design, and visual design, attracting 1000+ visitors within a week.

### Japanese

Intermediate proficiency (JLPT N1)

Jun 2016–Sep 2016

### Visual designer (Internship) YikunSports Co., Ltd., Ningbo, China

-Redesigned the company's visual identity by researching its culture, vision, and target customers. Created a new logo, visual system, and various design applications.