

CORDELIA CHUI

I am a game designer with over 3 years of professional experience and 2 shipped titles, including a role as Lead Level Designer, alongside a Games Design BA degree. Prior to game development, I spent 5 years working in the esports industry. I excel in multidisciplinary collaboration and strive to form strong relationships and contribute to a positive work atmosphere. I am passionate about innovative yet elegant game mechanics explored through compelling challenges and thoughtful level design to create meaningful experiences for players.

EXPERIENCE

QUELL | London, UK

Game Designer | OCTOBER 2023 - OCTOBER 2024

Worked on *Shardfall* (2024), Quell Impact launch title, from six months until release and continued into live service with 6 post-release updates. Ownership of many different features and various content, as well as a cabinet mode on-site demo.

- ★ Prototyping, iterative design and final implementation of NPCs using AI tooling in Unity 3D involving behaviour trees, node graphs and animator controllers.
- ★ Distribution of enemies, environments and tutorials across all levels in the game with consideration for roguelike progression and replayability.
- ★ Designed and built 16 procedurally-generated levels with adaptive encounters and traversal sections using dynamic difficulty adjustment and probabilistic systems.
- ★ Gamewide balancing of player and enemies including behaviours, abilities, stats, scaling and difficulty modifiers in addition to score systems and game economy.
- ★ Created GDDs for multidisciplinary teams including mockups, wireframes, flow diagrams, technical and art requirements, future scalability and feature scoping.
- ★ Initial design of metagame systems such as new game plus, challenges, cosmetics, loot boxes and UI/UX for equipment screens and menu navigation.
- ★ Design and implementation of FTUE including session flow, pacing, level design, tutorialised NPCs and triggered UI elements.
- ★ Defined requirements of design tools for AI, level generation and reward systems.
- ★ Conducted playtests and used telemetric data to gain feedback and identify issues.
- ★ Led group brainstorm, workshops and problem solving meetings.

SUPERMASSIVE GAMES | Guildford, UK

Lead Level Designer / Advanced Designer | APRIL 2022 - SEPTEMBER 2023

Junior Level Designer | JULY 2021 - APRIL 2022

Worked on *Switchback VR* (2023), PS VR 2 launch title, from pre-production until its first major post-release update. I became the Lead Level Designer and owner of 4 levels from concept to release including the vertical slice, tutorial and final boss.

- ★ Designed and prototyped key gameplay features in Unreal 4 and on target hardware.
- ★ Created test environments to establish game metrics and LD rulesets.
- ★ Created GDDs, pacing maps, floor plans in addition to technical and QA docs.
- ★ Built whitebox levels with 3D blockout, spline physics, art assets, custom Blueprint logic, sequences, placeholder lighting and audio.
- ★ Iterative design and final implementation of polished moment-to-moment gameplay

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KEY SKILLS

Rapid Prototyping

Logic & scripting

AI behaviour & encounters

Level flow, pacing & progression

3D blockout

Sequences

Puzzle design

Playtesting

Balancing

Documentation

Problem solving

SOFTWARE

Game Engines

Unreal Engine 4/5 Blueprints

Unity C#

3D Modelling

3DS Max

Blender

Version Control

Git/Fork/Bitbucket

Perforce

Documentation & Collaboration

Confluence/Notion

Microsoft Office Suite

Google Workspace

Miro/Figma/Canva/yED

Adobe Photoshop & Premiere

Teams/Slack

Project Management

Jira/Shortcut/Asana

Trello/Monday

in combat, on-rails traversal, puzzle spaces and free-look cinematic scenes.

- ★ Collaborated with a wide range of disciplines including production design, systems design, engineering, environment art, character art, animation, VFX, audio and QA.
- ★ Conducted playtests and level reviews to implement feedback and resolve issues.
- ★ Led multidisciplinary teams from design handover to milestone deliveries, which involved scoping, regular reviews, optimising pipelines and solving problems.
- ★ Mentored other designers through skill shares, workshops and providing feedback.

BETWAY GROUP | London

MOBA Social Media Manager | NOVEMBER 2020 - JULY 2021

Esports Social Media Executive | JULY 2019 - NOVEMBER 2020

Worked in the Esports department in executive and management roles with a focus on growth and retention of Dota 2 and League of Legends markets in Europe, South America and China.

- ★ Led and executed digital campaigns across various social media platforms.
- ★ Produced graphics, videos, livestream shows, custom Dota 2 maps and novelty tournaments, working with professional gamers as well as user-generated content.
- ★ Mentored direct reports, managed workloads and conducted performance reviews.
- ★ Defined delivery requirements and milestone targets and streamlined workflows.
- ★ Analysed data to produce detailed reports to track KPIs and adapt strategies.

GINX ESPORTS TV | London

Social Media & Community Manager | JUNE 2018 - JULY 2019

Worked in the Digital department with a focus on creating and promoting gaming and esports shows for TV and online platforms.

- ★ Led a small team of social media executives in day-to-day operations of various social media platforms across multiple international territories.
- ★ Created scripts and running orders, presented on camera, conducted interviews and provided on-location live event coverage to produce video and livestream content.

EDUCATION

LIMIT BREAK | Remote

Mentee | JUNE 2020 - JULY 2021

Completed a mentorship program aimed at underrepresented people working in the UK games industry, involving regular 1:1 sessions with a Game Director to gain feedback on independent projects, and attending roundtables hosted by industry professionals.

LONDON COLLEGE OF COMMUNICATION | London

Games Design BA | SEPTEMBER 2015 - JULY 2018

Completed a Bachelor's Degree in Game Design, study included concept and design, prototype development and contextual theories and studies.

- ★ Created a variety of action, puzzle, strategy and platformer games from initial design to final implementation in Unity 2D & 3D as well non-digital games.
- ★ Delivered Year 3 Thesis on methods for designing multivalent game mechanics to create meaningful choices for players.

OTHER

Languages

English (Native)

French (GCSE)

German (Basic)

Cantonese (Basic)

Esports

Top 4 Hearthstone Women

(WESG Women's World

Championship 2017)

Finalist (WSOE 2: The

Hearthstone Showdown)

Music

Grade 8 Piano (ABRSM)

Grade 5 Music Theory (ABRSM)

Grade 3 Violin (ABRSM)