



ZONGHAO WU

GAMEPLAY AND LEVEL DESIGNER

CONTACT

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Stockholm, Sweden

Zonghao Wu

SKILLS

- Gameplay Design
- Level Design
- Rapid Prototyping
- Visual Scripting
- Project Management

SOFTWARES

- Unreal
- Unity
- Perforce
- Maya

LANGUAGES

- English (Proficient)
- Chinese (Native)



WORK EXPERIENCE

Garena Shanghai Studio

07/2020 - 09/2022

Online Marketing & User Acquisition

- Develop and execute online marketing campaigns for *Free Fire* (Garena's top mobile game project) on Google, TikTok, and Facebook for the India and Latin America regions.
- Monitor the performance of online marketing campaigns, optimize the overall advertising ROI to meet every quarterly KPI.
- Produce creative briefs for advertising materials and supervise the following production and localization.

Ubisoft Shanghai Studio

10/2018-03/2019

Translation & Coordination (Internship)

- Document translation & proofreading.
- Video subtitling.
- Communication & interpreting between Ubisoft Shanghai and other studios, ensuring that the developers and artists in Ubisoft Shanghai understand the demands and benchmarks of other studios clearly.



EDUCATION

Futuregames Stockholm

09/2024 - Present

Game Design (Level Design Specialization)

- Specialize in gameplay design, level design, and rapid prototyping.
- Develop 2 Unity and 2 Unreal game projects in collaboration with students from other disciplines, play the role of Product Owner for the 2 Unreal game projects.

Uppsala University

09/2023-06/2024

Master of Arts in Game Design

The Hong Kong Polytechnic University

09/2019-06/2020

Master of Arts in Translation and Interpreting

East China University of Political Science and Law

09/2015-06/2019

Bachelor of Laws in Sociology