Brian Wu

Systems and Progression Designer

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Redmond, WA and Shanghai, CN

SKILLS

Game Design | Retention Design | Encounter Design | System Design | Unreal | Unity | TortoiseSVN | Creative Ideation

EXPERIENCE

Junior Game Designer   June 2023 – August 2023 (Intern), June 2024 – August 2024 (Intern), September 2025 – Present

Ambrus Studio (Shanghai, China) – *A studio working on several new titles meant for the Western audience.*

– Ideated and designed several novel systems and hero kits for a MOBA title, which achieved over 300k downloads.

– Acted as PM and designer for a pre-registration minigame for an SLG title, increasing accessibility.

– Delivered design specs and provided insight into the Western market for an SLG title to increase player retention.

– Consulted on the narrative direction for an interactive narrative experience.

Game Designer   April 2022 – August 2022

 MobLab (Pasadena, CA) – *An EdTech startup focused on bringing experiments to learning the social sciences.*

– Used research to design interactive media for educational development.

– Iterated on existing game content to increase replay value for existing products.

– Designed and wrote out the spec for a game meant to train emotional intelligence in young children.

Mobile App Analyst   March 2021 – August 2021

Goalswell (Pasadena, CA) – *A social goal-setting app created for college students to form good habits in finance.*

– Participated in quality assurance, user testing, and content development for social features.

– Aided in the reworking of the application onboarding process.

– Collaborated with the team to further content ideation and increase engagement.

ACADEMIC PROJECTS

Combat Designer   August 2023 – December 2024

Goosthetic– *A multidisciplinary team for creating a first-person movement shooter. Received a 96% rating on Steam.*

– Created the game's core combat systems.

– Designed and tuned enemy AI behavior using playtesting and system design principles to create dynamic encounters.

– Iterated on gameplay systems for balance using data from many playtests.

EDUCATION

Bachelor of Arts in Game Design   April 2025

DigiPen Institute of Technology (Redmond, WA)

Dean's List: Spring 2022, Fall 2022, Spring 2023, Fall 2023, Spring 2024, Fall 2024, Spring 2025

Graduated Magna Cum Laude