

# Kendra Shu

Game Designer • 3D Artist • Researcher

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## EXPERIENCE

### Special Education Paraeducator — Golden Gate Regional Center

San Francisco, CA | May 2020 - June 2023

- Assist special needs students to provide the physical help & emotional support they need to gain the full benefit from their online education under the direction of supervisors

### Growth Live Services Intern — 2K Games

Novato, CA | June 2022 - August 2022

- Delivered 2 key projects to influence game development and identified impactful live service strategies to improve player experiences with market intelligence and competitive research
- Analyzed hero-based titles to identify best practices and watch-outs for character-based engagement, progression, and monetization
- Developed 5-year roadmap for the PGA TOUR 2K franchise in partnership with Growth Strategy team

### Analysis & Transcription Support Assistant — UC Santa Cruz

Santa Clara, CA | May 2022 - August 2022

- Completed transcription and clean-up for audio & video interviews
- Performed additional labeling with qualitative coding for transcripts
- Analyzed design of assigned serious games through research & written reports

## PROJECTS

### Zoopany — Art Director

2D-3D narrative RPG | Engine: Unreal 5 | Platform: PC || May 2022 - March 2023

- Designed, modeled, animated 3D assets & characters in Blender
- Researched about toxicity in the workspace & sensitivity training methods with a game based approach to improve motivation and engagement for players
- Collaborated with subject matter experts in creating substantial deliverable each milestone

### Together in Spirit — Narrative, Level Designer

2D narrative adventure | Engine: Unity | Platform: PC || Sept 2020 - June 2021

- Designed levels and puzzles based on point and click mechanic
- Determined asset placement and environment layout using Miro
- Managed and executed game playtests, recorded playtest data, and iterated prototype designs based on feedback

### Finish the Story — Gameplay Designer

Educational story writing serious game | Platform: Tabletop || Feb 2022

- Collaborated with team to design and create core gameplay addressing the goal of improving youth's creative writing skills
- Prototyped game in consideration of playing in-person or remotely
- Iterated & managed playtests throughout stages of development

## EDUCATION

### University of California, Santa Cruz — M.S., B.A.

Sept 2021 - March 2023

#### Serious Games M.S. - 4.0 GPA

Educational games, novel games, simulation, health-based games focus

Sept 2017 - June 2021

Art & Design: Games and Playable Media B.A. major

Technology & Information Management minor

## SOFTWARE

Programs:

Blender • Substance Painter • Maya • Clip Studio Paint • Fire Alpaca • Aseprite • GitHub

Engines:

Unity • Unreal • Ren'py • Twine • Bitsy • Godot • Construct 3 • Core

Tools:

Miro • Jira • Trello • Google Slides • Google Docs • Microsoft Word

## LANGUAGES

Familiar with Java • JavaScript • Python • C • SQL • HTML

## AWARDS

Dean's Honor (2019 - 2021)

WORD Writing Competition - (1st) Marketing Tool for Future Generations

Certificate of Honor for *Get Wells Soon Club* - Founded charity club to raise funds for water wells for impoverished villages in Myanmar

Awarded by Board of Supervisors City & County of SF and Ms. Anita Lee, First Lady of SF

Lions Gate Scholarship, Lowell High School Alumni Scholarship