

Kendra Shu

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SUMMARY

A recent masters graduate with solid background in technology and business analysis skill set looking for an opportunity in project management. An internship at multi-international company, **2K Games** with experience in market research and competitive analysis.

SKILLS

Programming: Java, JavaScript, Python, C, SQL, HTML

Tools: Google Suites, Microsoft Suites, Miro, Twine, Unity, Unreal 5, Blender, Maya, Trello, Jira

EDUCATION

University of California, Santa Cruz

Master of Science in Games (educational, health, simulation), **GPA 4.0**

March, 2023

B.A. in Games & Media, Minor in **Technology & Information Management**, **GPA 3.93**

May, 2021

EXPERIENCE

2K Games, Novato, CA

Jun 2022 – Aug 2022

Growth Live Services Intern

- Delivered 2 key projects to influence game development and identify 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 for hero based games and pitched findings to the studio side and Growth Live Services Team
- Developed a 5-year roadmap for the PGA TOUR 2K franchise in close partnership with SALT Growth Strategy team

Golden Gate Regional Center, San Francisco, CA,

May 2020 – June 2023

Special Education Paraeducator

- Assist special needs students on regular basis to provide the physical help, emotional support and technical aid they need to gain the full benefit from their online educational placement

University of California, Santa Cruz, CA,

May 2022– Aug 2022

Analysis & Transcription Support Assistant

- Provided analysis of the design of a set of serious games through research and written reports
- Completed transcription and clean-up for auto-transcribed videos and audio interviews
- Performed additional labeling with qualitative coding for interview transcriptions

Youth Society for Education, Daly City, CA

Dec 2015 – May 2021

Educational Project Manager

- Aid community development of underprivileged students through media & volunteer events
- Manage list of monthly donations in US branch and assist officers in the Yangon branch
- Founded and established lesson plans and schedules for elementary afterschool STEM program (iSTEM)