

Samuel Hum

Game Producer & Developer

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Skills

Unity 3D Engine, Source Engine, Maya, Zbrush, 3DS Max, Adobe Photoshop, Illustrator, Flash, Premier Pro, JIRA, HTML/CSS, Microsoft Office

Experience

Mobile App Specialist, Vaco @ Google, August 2016 - Present

- Part of the Google Play team, providing consultation reviews for Mobile Games and apps, high-level analysis on game design, UX, app health, and app quality. Working directly with developers from AAA studios to small indie teams, to refine, problem solve game design and UX issues, to deliver feature-worthy mobile game experiences and apps on the Google Play Store platform.
- Providing UX and game design consultations for Google Daydream VR games and apps
- Board member of the Google Play Early Access Program, successfully identifying high-potential games and apps, cultivating new development partnerships for Google Play and the Android platform. Following through with these selected development teams to analyze game or UX design issues and providing them with solutions to ensure feature-ready product launches on the Google Play Store
- Pilot program member on boosting Premium User Acquisition (UA) or Subscription Conversion Rate growth through app analysis and case studies.

Game Director and Artist, Drop Pod Games, Feb 2014 – April 2016

Built and led a number of small development teams from scratch, creating games that went on to win us some accolades. Designed, developed, produced, and published a multitude of games across different platforms in the Unity 3D engine:

- “*RoShamBoroo*”, a cute tug-of-war mobile game for Android (Awarded “2014 Dolby Challenge Silver Award”)
- “*Frwee*”, a music-driven game for the Flightdeck 3D Tablet (Awarded “Winter 2015 Freevi Top 10 Award”)
- “*InnovoxVR*”, one of the very first titles designed to innovate in the interactive Virtual Reality audio and visual space experience for the Samsung GearVR headset platform
- “*Saplings*”, a mobile game for Android
- “*Magnibots*”, a fast-paced, arena-style, couch party game for consoles and desktop
- “*SuperBamBam*”, a twitch-based highscore challenge mobile game for iOS and Android
- “*SaddleFish*”, a pioneering real-time multiplayer Virtual Reality experience for the Oculus Rift DKII headset
- Hands-on lead artist on all game projects (3D/2D), defining the visual style and feel of every project.

In addition, I also provide consultation services to external clients for game development. Clients present an idea and I assist with fine tuning their objectives through game design, helping them build their teams, working with them to establish KPIs and milestones for their titles, and then leading them through the development process, creating development road maps, taking them from idea through to product launch.

Project Coordinator, Gala-Net, Dec 2011 – Jan 2013

- ‘Flyff’ MMO team, working directly with the Producer

- Liaison between publishing team in the USA and development team in Korea for the MMO game 'Flyff'
- Analyzed game metrics, CCU, MAU, measuring KPIs, to manage and create weekly and monthly sales strategies to achieve revenue goals through IAP structuring and design.
- Scheduled, designed, and managed monthly game events, monetization options, social media campaigns, marketing strategies, and QA testing
- Community Management and support through forums, events, and social media

Lead QA/Game Master, Gala-Net, Apr 2011 – Dec 2011

- Spearheaded, designed, and launched 2 major game-enhancing features for the online PC MMO game 'Flyff' (Achievement system and Guild Siege system)
- Directed, storyboarded, filmed in-game footage for game expansion launch trailer video
- Provided QA testing and customer support for the online PC MMO game 'Flyff'
- Executed live game events and managed in-game and forum community
- Modified and enhanced game localization (quest, item, story, and skill text)
- Created and designed art assets for game newsletters, banners, posters, and marketing ad campaigns

Game Environment Artist, Cognito Comics, 2010

- Design, modeled, and textured various 3D game assets for RTS game "Uprising" built in the Unity 3D Game Engine

Creative Lead, "The Story of the Sea", 2009-2010

- Directed and hands-on animated an art book with Adobe Flash for an art show held in San Francisco, California

Community Manager and Server Administrator, SgXplorer.com, 2005-2006

- Managed 3 game servers for large online gaming community, under my leadership our servers rose in ranking to become the top 5 best servers to play on in the country
- Created and executed weekly community in-game events
- Organized and hosted game tournaments
- Created tournament banner ads, leaderboards, tournament brackets and other art assets

Lead Level Designer, "Soccer Mod" team, 2002-2004

- Designed and built mod-specific game levels

Awards & Certifications

Dolby Challenge 2014 Silver Award, "RoShamBoRoo" Mobile Game

- Achievement in Game and Audio Design

Freevi WWDC Winter 2015 Top 10 Award, "Frwee" Mobile Game

- Achievement in Game Direction

Lynda.com Foundations of Programming: Fundamentals

- Programming basics course

Lynda.com Foundations of Programming: Object-Oriented Design

- Programming concepts and best practices

Education

Bachelor of Fine Arts in Animation & Visual Effects
Academy of Art University, San Francisco, CA

Interests

Samuel Hum
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VR/AR, Game Development, Business of Games, Game performance data, RC Planes & Cars,
E-Sports, Graphic and Sound Design, Gaming, Soccer, Go-Karting, Cars, Indoor rock climbing,
Paintball, Kite flying

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