

# Russ Fan

408.429.3642 • rfan@rantingfan.com • San Francisco Bay Area • [linkedin.com/in/russfan](https://www.linkedin.com/in/russfan)

## SENIOR GAME DESIGNER

Versatile, innovative Game Developer with 15+ years of achievement launching new and improved gameplay mechanics and content, eliminating tedious design bottlenecks, and championing an awesome user experience.

Natural leader and communicative mentor able leverage longstanding success to coach junior team members, direct outsourced teams, and lead design workshops.

Game Design & Development | Gameplay  
Mobile Games | User-Focused Interface Design  
Social/Casual Games | Hardcore/Midcore Games  
Level Design | Core Controls | Creative Vision  
Design Thinking | Content Creation | Scripting  
User Experience Analysis | Theming

### TECHNICAL SUMMARY

Artistic: Adobe Creative Suite: Photoshop, Illustrator  
Programming: JavaScript (Google Apps Script), Flow Canvas / Blueprint Visual Scripting, Regex, C#, Unity, Python  
Testing: Jira  
Applications: Google Sheets, MS Word, MS Excel

### PROFESSIONAL EXPERIENCE

Disney Interactive | 2011-2018

**Senior Game Designer** (2014-2018)

- Transformed an error-prone, 30-minute flattening process into a two-minute task that relieved bottlenecks and eliminated the need for additional testing.
- Co-developed a syllabus and materials for RISE, a multi-day design workshop distilled into easy-to-understand concepts from high-level theming and player types to statistics and psychology.
  - Gained 20+ participants across two locations and multiple game presentations.

#### ***Star Wars: Commander***

- Maintained the rapid-fire launch of player-facing content by managing a rigorous content pipeline.
- Drove designer efficiency and optimized processes by developing content tools in Google Scripts and Google Sheets.

#### ***Star Wars Rivals***

- Created new gameplay levels, developed scripts, and introduced new mechanics and abilities for Star Wars characters.
- Utilized a proprietary, Unity-like level editor, Blueprint-like Flow Canvas visual scripting engine, and content management system.

#### ***Unannounced Marvel Project***

- Co-created and implemented superpower abilities for Marvel characters
- Defined superpower combat system mechanics.

**Game Designer, Playdom (a subsidiary of Disney Interactive Media Group)** (2011-2014)

#### ***Guardians of the Galaxy: The Universal Weapon***

- Directed an outsourced design team implementing internally-developed combat systems and character designs, redesigning weapons systems, and introducing additional gameplay.
- Propelled player enjoyment by deploying a slate of characters that lasted the length of the project.
- Generated multimillion-dollar revenue by shipping the game on time and fulfilling key contracts.

# Russ Fan

408.429.3642 • [rfan@rantingfan.com](mailto:rfan@rantingfan.com) • San Francisco Bay Area • [linkedin.com/in/russfan](https://www.linkedin.com/in/russfan)

---

## ***Marvel: Avengers Alliance***

- Developed post-launch features for mobile.
- Adapted existing Facebook content for mobile device screen sizes and memory constraints.

## ***Full Bloom***

- Created a new visual level editor in Google Sheets that enabled quick adoption of new levels and content by accelerating ideation, testing, and iteration on the existing 30 levels/chapter.
- Designed game flow and UI flow diagrams, implemented NUE, and created new tooling.
- Wrote specs for in-game challenges and out-of-game systems.

Grassroot Games | 2011

## **Game Designer**

- Utilized Unity and C# to complete all design work and code implementation for personal projects.

Real Life Plus | 2009-2011

## **Senior Game Designer**

- Developed Real Life Plus demo design docs, implemented gameplay objects using C# and Lua and created in Unity3D and Gamebryo.

Glu Mobile | 2003-2009

## **Associate Designer (2008-2009)**

### ***Family Guy: Uncensored***

- Developed scripts and levels for mobile handsets including iPhone.
- Owned creation and implementation for minigames including Piranha Panic, Sketch Arcade, and Peter vs. Chicken and initiated preliminary work on Brian vs. Stewie.

### ***DJ Hero***

- Advanced pre-production work by creating design documents.

### ***Bonsai Blast***

- Designed background art for Facebook.

### ***Call of Duty: World at War, Mobile Edition***

- Created scripts and levels.

**Technical Artist (2005-2008)**

**Port Artist (2003-2005)**

## ADDITIONAL EXPERIENCE

---

Game Developer Conference

**Conference Associate Staff (2012-2017)**

- Directed and Mentored Conference Associates to meet the needs of conference attendees and UBM.

**Conference Associate (2000, 2001, 2003, 2009-2011)**

- Met the needs of conference attendees and UBM.

2+ years of QA Testing experience at Sorrent, Namco, Electronic Arts, 3DO

## EDUCATION

---

**BA in Art, emphasis in Digital Media, San Jose State University**