

Wencong Chen
Game executive producer
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Self-Assessment

With more than ten years of complete game development and online operation experience, there are many terminal game and mobile game projects from project establishment, team formation, project development to online operation, data analysis, product optimization, and complete experience in improving revenue. The types of projects involve Action, MMO role-playing, strategy, card, turn-based, leisure and other categories, serious and responsible for the project, proactive, with team cohesion, good at analyzing problems and proposing solutions, and coordinating resources across departments.

10 years+ experience's full cycle of game production and live operation, involved in PC, mobile games project from incubation, team build up, project development to online operation, including but not limited to data analysis, product optimization, and complete experience in improving revenue. Produced Action, MMO role-playing, strategy, card, turn-based, leisure and other categories' game development. Have an attitude of working hard, Being very responsible, Being good at analysis problem and solving the problem, Have a real team spirit and able to motivate the team

Won the Tencent S-level outstanding employee commendation during my career at Tencent

During the entrepreneurial period, he was rated as a figure in the Tencent Entrepreneurship Billboard;

Working Experience

Entrepreneurship, R&D line leader & game project producer 2014.10 – present

·2014.10-2015.12, developed the 3D action mobile game "Crazy warriors 剑圣疯了", responsible for the execution of the entire project from 0 to 1, including team formation, project development, progress control and development scheduling, product operation, data analysis, product optimization, etc., The retention rate of the project test reached 51% on the next day and 36% on the seventh day, and were bought out by Zhongqing Longtu with RMB 45 million;

·2016.1-2016.9, UE4 engine developed the first role-playing short story game "Black Shield:Memento" in the original IP "Black Shield" VR series, which won the HTC 2016 Global VR Game Competition Best Work Award;

·2016.10-2018.12, set up a project to develop the VR game Battle.net platform "7663" and continued to iteratively update it, becoming the only VR game distribution platform in China with Battle.net function (allowing local area network games to compete online), and successfully represented high-quality self-developed VR at home and abroad 44 games, won the Best Offline Platform of the Year in the 17173 Game Billboard, the first VRWDC's best VR platform, becoming the VR platform used by offline VR experience stores with the largest market share in China;

- 2017.1-2018.12, a project to develop a role-playing long-story VR game "Black Shield:Yupro", exclusively represented by 7663 , as a platform-exclusive brand game;
- 2019.1-2019.8, the second development of "Black Shield:Yupro" as a cloud game, won the first place in the VR content cloud game of the Huawei Global Developers Competition in 2019.9, and won the championship in the Huawei National VR Game Competition in 2020.10;
- 2019.10-now, cooperated with HUAWEI CLOUD, continued to cloudize VR games and 7663 platform, and developed 5 models during this period

VR casual competitive games are simultaneously developed into cloud games, and in-depth cooperation with three major operators in VR cloud games;

At the end of 2021, officially resigned from the original startup company;

Tencent Technology – New Terminal Studio/TIMI Studio Product Manager 2011.7 – 2014.9

- 2011.7-2012.12, overall responsible for Tencent mobile game research and development "New Terminal" studio's early mobile game such as "iMonster", a 3D turn-based MMO strategy mobile game's development, progress control, user research, internal process review, play test, official online operation, channel expansion, operation data analysis, product optimization, etc.; In 2011, when the mobile game industry was still very early, iMonster's monthly revenue had exceeded 5 million RMB;

- 2012.12.12, established TIMI Studio and became a founding employee;

- 2013.1-2014.9, participated in the game development, user research, product operation, data analysis, product optimization and other work of a variety of Tiantian series WeChat mobile games;

the monthly revenue of "TianTianKuPao天天酷跑" exceeded 300 million RMB, and the monthly active users exceeded 400 million, When it was officially launched, it became the top1 in China's mobile game revenue list;

The monthly revenue of "TianTianLianMeng天天连萌" exceeds 200 million RMB, and the monthly active users exceed 300 million, When it was officially launched, it also became the top1 in China's mobile game revenue list.

Shanda Network Project Producer 2009.9 – 2011.6

- 2009.9-2010.2, responsible for the joint research and development of the Korean ACTOZ large-scale MMO online game " Lazeska" and the Korean R&D team, specifically responsible for the domestic MMO user research and analysis, the writing of the game play plan, and the Korean R&D team for the project. Communication of domestic user game design;

- 2010.3 – 2011.6, responsible for the new project“JX3 online剑侠情缘网络版叁” , team setup, localized development, playtest, official online operation, production, the monthly revenue of the project exceeded 10 million RMB.

Competency

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1. Control the direction of the game, design a complete game project proposal and core gameplay, and formulate the game framework;
 2. Control the development progress and quality of the project, and be responsible for the project results;
 3. Form an excellent team, organize the designing team, programmer team, art team, operation team, and testing team to jointly promote the project process;
 4. Coordinate resources across departments within the company, and cooperate to promote projects;
 5. Excellent self-driving person, good at communication and logical thinking, able to timely solve the problems and obstacles encountered in the project;
 6. Track the dynamics of the global market and competing products, conduct user research in different phases of the project, and improve product design detail in a timely manner;
 7. Analyze operational data, solve product problems exposed by data, and continuously optimize products;
 8. Have a variety of 0-1 complete project experience from project establishment to R&D to online operation and long-term update iterative versions.

Education Background

Zhe Jiang University

1999.9 – 2003.7