Brandan Chen

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WORK EXPERIENCE

Roboto Games (Stormforge)   **Feb. 2024 – Present**
Associate Product Manager   *San Mateo, CA*
- Defined metrics to track user retention, progression, and key game behaviors for future actionable insights
- A/B tested marketing assets based on user research, reducing user acquisition costs by 32.15%
- Managed the project roadmap, improving visibility and efficiency for a cross-functional team of 24
- Drove feature prioritization, aligning tasks with founders and discipline directors to meet strategic goals
- Led collaboration across engineering, art, design, and marketing to ensure clear communication and execution
- Defined product specifications using market research to align with player needs and ensure differentiation
- Adapted to evolving priorities, taking on roles across marketing, production, and design to get the job done

Gearbox Software (Borderlands 4)   **May 2023 – Aug 2023**
Project Management Intern   *Frisco, TX*
- Analyzed Story Point data to track velocity and reallocate resources, ensuring sprint goals were achieved
- Led sprint planning and triaged JIRA issues for a 14-member Audio team, ensuring key milestones were met
- Created user flows and MVP requirements for the Audio Gear Checkout system, improving team efficiency

Activision - High Moon Studios (Call of Duty: Warzone 2.0)   **May 2022 - Aug 2022**
Game Design Intern   *San Diego, CA*
- Analyzed player drop rates, death rates, and POI data to balance loot density and refine level design
- Designed a Police Station for Warzone 2.0's Ashika Island, incorporating iterative playtest feedback

PROJECTS

Great Pittsburgh Baking Outlet (Application Design and Development)
- Designed high-fidelity dashboards in Figma to analyze KPIs in shipping, sales, users, and traffic
- Created user stories, developed an ERD, and defined use cases to map relationships and interactions
- Wrote SQL queries to analyze mock data, generating reports to simulate eCommerce insights

Lights Out VR Horror (Designing for XR)
- Developed product roadmap and specs, driving milestones and cross-functional collaboration
- A/B tested UI presentation, analyzing heart rate data to improve player-reported immersion by 25%
- Presented progress and insights weekly to stakeholders to align on goals and execution

Sentiment Analysis of Steam Horror Game Reviews
- Leveraged LLM models and prompt engineering to analyze 2,000 Steam reviews, achieving 80% accuracy
- Visualized data with Python for insights and comparisons across various horror games

EDUCATION

Carnegie Mellon University   **Sep 2020 - May 2024**
Bachelor of Science, Information Systems   *Pittsburgh, PA*
- GPA: 3.56; University Honors; Double Minor in Game Design and Human-Computer Interaction
- Relevant Coursework: Application/Database Design & Development; Methods for Statistics & Data Science; Agile Methods; Designing Human-Centered Software; Digital Service Innovation; Product Management

SKILLS
- SQL, Python, Excel, Tableau, Data Analysis, JIRA, Figma, A/B Testing, Roadmapping, Customer Research, User-Centered Design, Agile, Product Strategy, Strategic Communication, LLMs, Prompt Engineering