

HAOWEI ZHANG (V)

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SUMMARY

Game Producer and USC BFA candidate with production leadership across teams of 5 to 70. Experienced in Scrum sprint management, dynamic scoping, cross-discipline coordination, and team morale stewardship. Proven ability to navigate ambiguous requirements—from pivoting a course project into a long-term commercial pipeline to pitching original IP through USC's Advanced Games Program. 9,000+ hours of play across genres sharpen product intuition for scoping and prioritization; background in game design and programming enables fluent communication with every discipline on the team. Fluent in Mandarin and English.

EDUCATION

University of Southern California | *BFA Game Development & Interactive Design* Aug 2024 – May 2027

Minors in Video Game Production, Entrepreneurship | GPA: 3.7 / 4.0

Relevant Coursework: Producing Interactive Projects, Game Live Ops (co-taught with PUBG Mobile), Business and Management in Games, Advanced Games Business, Marketing in the Gaming Industry

SKILLS

Production: Scrum/Agile, Sprint Planning, Backlog Management, Milestone Scoping, Risk Assessment, Stakeholder Communication

Tools: Jira, Confluence, Notion, Perforce, Slack, Miro, Unity, Unreal Engine 5, Adobe Creative Suite

Leadership: Team Morale Management, Cross-Discipline Coordination, Onboarding, Public Speaking, Event Production

Languages: Mandarin Chinese (Native), English (Fluent)

PRODUCTION EXPERIENCE

Project Disciple | *Producer* Feb 2026 – Present

Mobile cult-management sim | UE5 | ~70-person team led by Prof. Jim Huntley, USC

- Produced a **seasonal Halloween event** end-to-end: themed building skins, minigames, special UI, NPC cosmetic changes, Easter-egg dialogue, and a battle-pass monetization plan.
- Ran **1-week sprints** with 4-sprint rolling backlog visibility and 2-sprint detailed planning; led weekly stand-ups and cross-discipline scheduling via Confluence and Perforce.
- Managed tool deployment, new-member onboarding, and coordination across design, engineering, art, and audio sub-teams.

Accretion | *Co-Director / Producer* Jan 2026 – Present

Space-colony sandbox builder | Unity, PC | Team of 7

- Led a **dual-scope production pivot**: transitioned the project from a 16-week course deliverable into a long-term commercial pipeline, re-scoping milestones (pre-production, alpha, beta, RC) to satisfy academic deadlines while building toward a full release.
- Co-developed a **custom production tool website** with the team for centralized file management, backlogging, scheduling, burndown charts, and Gantt views, replacing Notion as the project scaled.
- Ran weekly sprints and enforced a production reset at the course-to-commercial transition—mandating look book and design documents before resuming development, establishing process rigor for the long haul.
- Coordinated cross-discipline output across 2 Berklee audio collaborators, a TA, a 3D artist, and design/programming generalists—personally contributing to audio direction (genre, tempo, mix decisions) and art direction reviews to bridge creative and production priorities. Adapted Scrum adherence to accommodate part-time team availability.

Re:Bound Ranger | *Director / Producer* Sep – Nov 2025

First-person puzzle-shooter | Unity, PC | Team of 6

- Pitched original IP through **USC Advanced Games Program**; advanced to Round 2 of AGP Greenlight—the only pitch from the friend group to reach Gate 2.
- Ran weekly sprints with in-person work sessions; actively managed **team morale** across a group volunteering their time on a high-stakes pitch—mediating disagreements, monitoring workload, and maintaining a supportive team culture.
- Coordinated 6 cross-functional contributors (3D art, 2D art/narrative, programming/design, UI) and personally covered direction, level design, programming, and pitching.

Tone | *Marketing Lead* Jan – May 2025

2.5D narrative game, USC MFA Thesis project | UE5 | ~30-person team

- Developed content strategy and produced promotional materials (behind-the-scenes features, playtest recaps, game overviews) for the game's social media presence. Submitted award applications across multiple game festivals.
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LEADERSHIP & COMMUNITY

JFLS Gamer Union | *Founder & President*

Feb 2022 – Jun 2024

Grassroots game-dev community | Jinan, China

- Founded and grew a community engaging **~140 local industry professionals**; oversaw 3 affiliated student clubs (~60 members). Delivered **20+ public lectures** on game development topics to aspiring developers.

Global Game Jam | *Site Organizer*

Jan 2023 – Dec 2024

48-hour game jam | Jinan, China

- Organized the local site for **2 consecutive years**, coordinating ~70 participants, mentors, and full event logistics including venue, equipment, catering, and cross-team facilitation.