

Francis Kong

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experience

- 4/2012- present **Lecturer**, UC Berkeley, Haas Business School Berkeley, CA
- Lecture on the intersection between technology, market, and policy
 - Setup guest speaker series to introduce students to real world executives
 - Designed lectures focused on gamification and technology
 - Set up recruiting programs and internship opportunities for students within the class
 - Coached students how to present business pitches for VC level presentations
- 1/2021- 1/2023 **Lead Game Designer, Lead Writer, & Project Manager**, Haiku, Inc Las Vegas, NV
- Wrote the entire storyline, characters, world environment, and mission levels
 - Worked closely with engineering, design, and production to get games to market
 - Coordinated teams from concept to final stage polish to ensure clear alignment
 - Worked with senior leadership to translate vision into gameplay systems
 - Led user testing to collect to improve and refine development of game
 - Conducted interviews and compensation negotiations to grow production team
 - Mentored junior/mid-level designers to stay on track with game features
 - Conducted weekly video interviews with customers to gain product insights
 - Focused design on game player engagement, retention and monetization
 - Promoted positive motivation to inspire team to generate new ideas
- 2/2019- 12/2020 **Lead Game Design Consultant**, Sentek San Diego, CA
- Wrote the entire storyline, characters, world environment, and mission levels
 - Worked with Lead and team to brainstorm and develop gameplay ideas
 - Scoped and scheduled features with programmers, artists, designers, and QA
 - Created the mission scenarios and story lines to guide the player's experience
 - Tested each major iteration with QA to address bugs and game play inconsistencies
 - Developed plans to fix problem areas and build on successes results
 - Assisted with all other related level design/game development tasks as needed
- 12/2016- 3/2019 **Community Development Manager**, Black Storm, Inc Mountain View, CA
- Led company's debut on ABC News, Wonder-Con & Game Developers Conference
 - Managed leadership team appearance at SD Comic-Con and other conferences
 - Organized internal company team building games to build culture and comradery
 - Coordinated company appearance at international game conferences in Asia
 - Created company's first student game internship & mentorship recruitment program
- 4/2016- present **Conference Moderator and Lecturer** International Locations
- Moderated WonderCon Panel "Change the Rules of Gaming & Entertainment" 3/23
 - Set Up SD Comic-Con panel "*Building a Video Game Company From Scratch*" 7/22
 - Coordinated SD Comic-Con panel "*How to Get Into Character*" 11/21
 - Created SD Comic-Con panel "*Video Games That Can Grant Real SuperPowers*" 8/21
 - Managed GDC Panel "*Building Entertainment for Emerging Mobile Platforms*" 3/18
 - Planned out E-Sports & Gaming Summit Panel "*Everwing Press Conference*" 10/17
 - Designed WonderCon panel "*Building New Worlds From Scratch*" 5/17
 - Led Silicon Valley Comic-Con Panel "*Technology, Worldbuilding, & Gaming*" 4/17

4/2008- 2/2012	Co-Founder & Lead Game Designer Nerdcore	Albuquerque, NM
	<ul style="list-style-type: none"> - Wrote the entire storyline, characters, world environment, and stage levels - Created fantasy based card battle game to teach antibiotic therapy to med students - Constructed characters, gameplay, art style, and technical accuracy of game - Coordinated the port over from physical game to digital version in Apple App Store - Guided an interdisciplinary team from the development to the delivery of the game - Represented the company at various conferences as a spokesperson and speaker 	

awards & community service

2021	Unsung Hero Award , Asian Hustle Network	Las Vegas, NV
2017	Best in Show Award , E-Sports & Gaming Summit	Manila, Philippines
2004	Mentor of The Year Award , University of California at Berkeley	Berkeley, CA

skills

Creative - Documentation, Narrative Writer, Character, Gameplay Design
User Experience - Team leading, User Interviews, Usability Testing
Social Media - Instagram, Facebook, LinkedIn, Twitter, Planable
Production - Asana, Club House, Product Board, Notion, Boords, Jamboard
Communication - Zoom, Google Meets, Discord, Slack
Google - Docs, Gmail, Slides, Sheets, Calendar, Drive, Firefly
Languages- Bilingual—Conversational proficiency in Cantonese

education

1995- 2000	The Royal College of Surgeons Doctorate of Medicine	Dublin, Ireland
1992- 1995	University of San Francisco M.S. Immunology	San Francisco, CA
1987- 1991	University of California at Berkeley B.A. Integrative Biology	Berkeley, CA