

YUEJIA (LILY) ZHANG

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[LinkedIn](#) | [Portfolio](#)

EDUCATION

University of Southern California | Los Angeles, CA

BFA, Game Development and Interactive Design, USC Games

Expected May 2028

Minor in Video Game Production

Relevant Coursework: Advanced Game Project (AGP), Interactive Systems Design, Business and Management of Games

GPA: 3.92

PROJECTS

Soft Things Hit Hard | *Associate Producer*

Aug 2026 – Present

- Associate Producer on a 30+ member interdisciplinary Advanced Game Project team beginning full production in Fall 2026.
- Supporting production planning, milestone tracking, sprint coordination, and cross-functional communication across design, engineering, art, and production teams.
- Collaborating with team leadership to maintain production workflows throughout the 10-month development cycle.

Pages | *Game Designer*

May 2026

- **Interactive Narrative Development:** Adapted *The Bookworm* into a first-person interactive narrative, designing environmental storytelling and NPC dialogue systems.
- **Player Interaction & Experience:** Designed and implemented cohesive interaction systems, including contextual object interactions, dialogue interfaces, and audio feedback, to create an immersive player experience across 5 major game scenes.
- **Cross-Disciplinary Coordination:** Organized production workflows using GitHub, coordinated implementation across design and development, tracked project progress, and iterated on gameplay systems through continuous testing and refinement.

Aftertaste | *Usability Member*

Aug 2025 – May 2026

- **Usability Testing:** Coordinated end-to-end usability playtests with 15+ participants, managing scheduling, communication, build distribution, and feedback collection across multiple milestones.
- **Insight Translation & Alignment:** Synthesized playtest findings into prioritized action items, facilitating collaboration between design, art, and engineering teams to improve gameplay experience.
- **Production Tracking:** Maintained issue tracking and iteration documentation, ensuring usability findings were incorporated into milestone planning and production priorities.

Greenlit? | *Producer, Game Designer*

Apr 2026

- **Production Leadership:** Managed a 4-person interdisciplinary team through concept, planning, development, and final delivery, facilitating 5+ production meetings and maintaining project alignment.
- **Pipeline & Task Management:** Developed production schedules, assigned ownership across 10+ development tasks, monitored milestone progress, and proactively resolved blockers to keep the team on schedule.
- **Narrative System Implementation:** Designed a branching narrative system consisting of 15+ story branches, documented narrative flow in FigJam, and implemented all dialogue and interactions in Twine through iterative testing.

Aremac | *Producer, Game Designer, Game Artist*

Mar 2026 – Apr 2026

- **Production & Team Leadership:** Managed sprint planning, task assignment, and milestone tracking for a 3-person team using Jira, coordinating 35+ project tasks across development.
- **Game Design & Systems:** Implemented a 3-level progression system with performance-based branching outcomes (win/lose conditions across levels), enhancing player engagement and narrative integration.
- **Art Direction & UX Design:** Created cohesive visual direction across start, archive, and credits scenes using a warm, nostalgic aesthetic; created interactive UI elements (camera-based start interface, photo wall archive, vinyl-inspired credits scene) to reinforce thematic storytelling and user experience across 5+ scenes.

SKILLS

Production & Collaboration Tools: Jira, Notion, Google Workspace (Drive, Docs, Sheets, Slides, Forms), Microsoft Office (Excel, Word, PowerPoint)

Game Development: Unity (C#), Twine, Bitsy, GitHub, Perforce

Design & Creative Tools: Adobe Creative Cloud (Illustrator, XD, Photoshop, Premiere), Figma, Canva, Procreate

Languages: English (Professional Working Proficiency), Mandarin (Native), Korean (Elementary)

Soft Skills: Communication, Cross-functional Collaboration, Project Coordination, Leadership

INTERESTS

Game Production, Gaming, Films, Photography, and Travel