

MICHAEL CHIU

michaelchiu.io
+44 7763059496
michaelchiu9@gmail.com

EXPERIENCE

Sago Mini (Spin Master) 2026 - Present

Senior Product Designer - Superfonik & Piknik

- Re-architected Superfonik's core game loop, a children's phonics game, for long-term retention. Replaced random, unchosen games with a learning-optimized library where players choose each turn from a pool that grows as they unlock more, compounding replay value as they advance.
- Built Superfonik's first onboarding to hook new players in their first session. Up to a third of players dropped at each handoff between games. The flow runs three shortened games back-to-back with no board interruption, turning early momentum into a habit.

King (Microsoft, formerly Activision Blizzard) 2023 - 2026

UX Designer — Candy Crush Saga

- Led UX for "Quantum" — Candy Crush's first major core mechanic evolution in 12 years, introducing tap/swipe mechanic to 200M+ MAU. Led a multi-layered adoption strategy anchored on interactive sandbox tutorials, tutorialized loading screens, progressive hinting, shifting decade-old player mental models against legacy technical constraints
- Owned onboarding for 1M+ daily new players — Drove a FTUE redesign to eliminate friction and accelerate time-to-value, lifting D1-D7 retention +5% and early revenue +3%.
- Designed the AI-assisted authoring platform behind Candy Crush level creation. Shifted the studio's content pipeline from manual, hand-built levels to tool-driven authoring, raising level-designer efficiency 25% through automated validation, contextual guidance, and standardized design patterns.
- Designed the end-of-content experience to grow high-spender revenue 2.5%. Rebuilt late-game progression into a milestone journey that rewards mastery, giving top spenders a reason to stay invested.
- Championed enterprise AI transformation. Led cross-functional onboarding of generative AI across King, taking ChatGPT from pilot to 95% adoption in 60 days, an org-wide rollout well ahead of the category.

Ubisoft 2020 - 2023

UX Designer — Hungry Shark World/ Hungry Shark Primal

- Designed monetization systems that beat franchise benchmarks by 18% ARPU. Balanced casual accessibility with long-term engagement depth across progression and economy mechanics.
- Solved a retention cliff with an infinitely replayable endgame mode, sustaining engagement past core progression and extending player LTV.
- Built a modular shop architecture as a live-ops testing substrate. Drove recurring spend through a season pass and rapid IAP offer-variant testing, cutting campaign setup time 40%.

EDUCATION

King's College London

BA Philosophy

University of the Arts: London

MA User Experience Design

CORE COMPETENCIES

0→1 Product Development • Product Strategy • Systems & Progression Design • Game Economy Design • UX/UI Design • Enterprise Tooling UX • User Research & Testing • Design Systems • Cross-Functional Leadership •

DOMAIN EXPERTISE

Games as a Service (GaaS) • Engagement & Retention • Gamification • Design • Growth & Monetization • User Onboarding & FTUE • Loyalty & Lifecycle Design • Freemium Business Models • Children's & Educational Products • Live Operations •

TOOLS

Design & Prototyping

Figma • Framer • Adobe Suite • Unity • Claude Design

AI & Automation

Claude Code • Cursor • Codex • Custom MCP Servers • ComfyUI • n8n •

Development

React Native (Expo) • Next.js • Supabase • TypeScript • React

LANGUAGES

English • Chinese • Cantonese