

ALEX WAY

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EDUCATION

University of Southern California | *SCA & Marshall*
BFA Game Development & Interactive Design
BS Business Administration

Los Angeles, CA
Exp. Graduation: May 2026
GPA: 3.97/4.00

FEATURED GAMES

Blitz Ball | *Lead Engineer, Designer*

Los Angeles, CA | July 2025 – Aug 2025

- Built local multiplayer controller pairing, ball spawning, and replay systems in Unity C#
- Developed 20+ VFX sequences and the UI framework for menus, HUD, and overlays
- Playtested iteratively to balance pacing and refine player experience

Bloom! Headshot | *Lead Engineer, Designer*

Los Angeles, CA | Aug 2025 – Aug 2025

- Coded caterpillar AI behavior and built modular enemy system with ScriptableObjects
- Implemented flower states, timers, and spawner logic to balance difficulty and replayability
- Designed and tuned scope mechanics, movement, and feedback based on playtest data

Overshoot | *Lead Designer, Engineer*

Los Angeles, CA | Nov 2024 – Dec 2024

- Programmed shotgun recoil physics with charge-based launch force and rotational aiming
- Balanced player input variables and level design layouts through extensive playtesting
- Scoped development priorities, cutting non-essential features in favor of polishing core loop

ADDITIONAL CONTRIBUTIONS

Games Publishing Association | *Publishing Director*

Los Angeles, CA | Aug 2024 – May 2025

- Prepared and delivered Steam and Epic store page assets for 3 student capstone projects
- Collaborated with creative directors to plan and refine marketing and release strategies

Pack MFA Thesis | *Usability Lead*

Los Angeles, CA | Aug 2024 – May 2025

- Scheduled and ran biweekly playtests, collecting qualitative and quantitative player data
- Consolidated findings into reports that guided design meeting decisions

Lake Minnewaska MFA Thesis | *Narrative Designer*

Los Angeles, CA | Jan 2024 – May 2024

- Scripted dialogue for 2 main characters in a story-driven game about fishing and grief
- Partnered with the marketing team to storyboard a teaser

INDUSTRY EXPERIENCE

Mobalytics | *Market Research & Analytics Extern*

Santa Monica, CA | Sep 2023 – Nov 2023

- Evaluated ROI of expanding analytical services into additional MMORPG titles by learning to query player data with SQL and visualize trends in Tableau
- Delivered 3 feature recommendations based on Newzoo and SteamSpy market research

Pixelberry Studios | *Product Growth Intern*

Los Altos, CA | Jun 2023 – Sep 2023

- Supported StoryLoom visual novel platform launch by analyzing engagement and retention
- Coordinated with content and data teams to improve college campus marketing strategy

Tools & Languages | Unity, C#, GitHub, Perforce, Jira, Trello, Maya, Procreate, Premiere, Steamworks