Charles Park

San Jose, CA.
T: 818.554.5530 m: cpie@me.com
https://www.linkedin.com/in/charles-park-bay-area/
https://cpberi.carbonmade.com

Introduction

A hands-on **Creative Director** / **Product Lead** with many management experiences. I specialize in building and managing highly creative teams and their fast-paced projects, from building concepts and prototypes all the way to development and operation in cross-functional environments. I genuinely enjoy creating emotionally satisfying experiences through games and apps across the web, social networks, and mobile. I am used to startup environments, putting varieties of different hats as required by the situation: including being a Game Designer/Developer/Product Manager/Creative Director/Producer, etc.

Experiences

Stealth Mode Game Startup, Oakland, CA — 2021 Jun ~ Present

Creative Director | UX/UI

Working on an unannounced AI Gaming Platform. Responsible for the creative direction of games and directly involved with the development. Directly code UI/UX tools as well.

- Creative direction on visual/UX/UI of all assets and pipeline.
- Prototype to development in Unity.
- C# code UX/UI related elements in Unity.

RubyKit Studio, San Jose, CA — 2019 Jan ~ Present

Producer | Creative Director | Consultant

Manage and operate Youtube channels for education (currently over 170K subscribers).

- Operating a Tech Education Youtube channel aimed at adults, teaching techs and trends of the modern-day.
- Hands-on from strategy and concepts all the way to video editing and publishing and analysis.
- Manage the business and sponsorship opportunities for the channels, including collaboration with overseas local government agencies.
- A member of Official Youtube video contributor and Google product expert..

Gaia Interactive, San Jose, CA — 2016 Nov ~ 2018 Nov

Sr. Creative Director | Executive Producer | Technical Director

Primarily to explore newer technologies (Blockchain, AR, Machine Learning) and opportunities by quickly building teams, projects, and pipelines to expand additional product categories for Gaia interactive's future products.

2018 ***Block-Chain*** *Initiative* : In charge of applications that promote the use of Gaia's new Blockchain and crypto-currency layer, *PocketCoin*. The primary purpose was to establish the new currency in a wide range of new applications and encourage its circulations.

- **Mobile Games** (https://rollingbunnies.com): Created several internal teams to create various mobile games that can use the PocketCoin.
  - Developed API and pipelines with internal projects and external developers.
  - Released and operated the first wave of games (Lake Kindred Origin, Witch Hazel, Quest Masters) in the first four months of operations (including ramp-up times.)

- **Hipop** (www.hipop.com): created and launched a new **gamified social community** meant for Kpop fans. Built the team from the ground up.
  - Mission was to create an ultimate hub for all Kpop news and culture, in web and mobile platforms, with the PocketCoin as the primary source of in-community/in-game rewards.
  - Multiple sponsorships from Korean beauty brand secured.

2017 **Mobile E-commerce** Initiative : Created an e-commerce leg of Gaia. Worked with external partners from China to develop various e-commerce businesses while internal teams handled the localization and release/operation from the stateside. Built the team from the ground up to manage all aspects of the projects, from **branding/UX/UI** to drop shipping and inventory management.

- **Mix10** (www.mix10.com) : Partnered with several Chinese manufacturing companies to create a mobile e-commerce business.
- **Genkimix** (www.genkimix.com): Joint created and launched/operated a **merchandising** business for Gaia Interactive's Fanbase. Ultimately it evolved into a Japanese gift store.
- **Lucky Live** (www.facebook.com/streamLuckyLive/) : Partnered with 'Alice,' a Chinese mobile game company, to joint-create a new category of shopping app that combines Live streaming and games with shopping.

Gosu Group LLC., San Mateo, CA 2013 ~ 2016 March

Group Creative Director | Resource Manager

Responsible for **creative directions** and productions for all games produced from both Beijing and US studios. Manage all creative and asset management, pipelines, and asset optimization.

- Coordinated with the product team from China for all product development, localization, release, and operation.
- Managed external outsourcing partners to aid additional content productions for both US Studio and Beijing Studio.
- Released and operated a new mobile game ***Chrono Strike*** (Unity) on iOS and Android (reached #3 rank on iTunes Action Games).
- Oversaw the creative and visual direction for two mobile tower defense games from Beijing Office, ***Battle Front Hero, Combat Elite,*** *and other games* on FB and mobile platforms.
- Served as a technical art director and worked closely with developers to create and refine the prototype, workflow, and content creation pipeline, and delivery process.
- Regularly tested new technologies and plug-ins for their viability for each project, and made prototypes

Gaia Interactive, San Jose, CA 2005 ~ 2013 April

Co-founder | Sr. Creative Director. | Executive Producer

Pivotal member to provide a **vision and strategies** for the company and its products. I also managed and oversaw its vast internal and external creative resources and their production of all on-and-offsite business of Gaia Interactive. Completely engulfed in a cross-functional environment with products, sales, and marketing departments for the creation and delivery of all our products..

2009 ~ 2013 : Expansion into external social and mobile platforms

- Created and led the Gaia Interactive Publishing initiative and the teams.
- Worked with overseas partners from Korea to develop and publish two games on Gaia and FB platform (***Summersprings - Every town*** and ***Soul Crash***), generating more than 6M installs.
- Created Social / Mobile team internally, and managed their artists and designers for the productions. Prototyped and created many flash games, including ***Monster Galaxy*** (which had 19M MAU at its height, and spawned 2 more mobile sequels).
- Overseeing the resource management of the other Gaia Interactive's social/mobile games (***Hordes of Nords, Rumble Kitten, Heralds of Chaos),*** for Gaia Online and FB.

2005 ~ 2009 : Managing Internal growth to reach giant investments from VC (over $30M)

- Managed a sizable creative department (artists, designers, and writers) to produce all creative products for the social community site, Gaia Online (www.Gaiaonline.com).
- Created and analyzed the Gaia cash shop and all its virtual good products.
- Creative direction and production management for its virtual goods and sponsorship events, coordinating with the sales team. Responsible for annual revenue of **$25M** at its height from virtual item sales and sponsorship.
- Creative direction and production management for its events and contents, coordinating with the marketing department and community managers.
- Production and management of various Flash virtual spaces including ***Gaia Rally*** and ***Gaia Town***, as well as sponsored virtual spaces ***MTV Virtual Space, WB Gaia Theater,*** and many more.

Skills

Specialize in leadership, working with cross-functional teams, and team management. Native Bilingual (**Korean, English**) and have many start up experiences as well as working with oversea partners from Korea, China, and India.

Experts in broad ranges of digital tools, such as

- Management tools : Pivotal Tracker, Trello, Jira, Basecamp, Github, SourceTree
- UX/UI : Figma, Adobe XD, InVision, Proto.io
- Program Language : C#, Dart, Python
- Engine : Unity, Flutter
- 2D : Adobe Creative Cloud (Photoshop, Illustrator, etc.)
- 3D : Maya, zBrush, Substance Painter, 3D-Coat, Marvelous Designer
- Motion Graphics : Apple suite (Final Cut Pro / Motion)
- Little Extra : Youtube Content Creation

Strong interest in new technical field such as Machine Learning, Deepfake, and AR.

Education

Bellarmine University, KY

Pre-med / Chemistry (majored) / Biology (minor).

Reference

Upon Request.