

Du Che Anh (Arthur)

MOBILE GAME PRODUCT, DATA & MONETIZATION LEAD

Vietnam (UTC+7) · Corochti Studio · Game Design Lead · anhdc@corochti.vn · linkedin.com/in/ducheanh

GAME & PRODUCT

Product Management
F2P Game Design
Retention & Progression
Economy Design
FTUE / Onboarding
UI/UX Design
Level Design
Sprint Ownership

MONETIZATION

F2P Monetization
Revenue Optimization
Ad System Design
User Acquisition (UA)
ARPPDAU / ROAS / LTV
Placement Strategy
Network Integration
GDPR / UMP Compliance

DATA & ANALYTICS

Tableau (Expert)
Python (pandas, APIs)
Statistical Testing
Pipeline Architecture
SQL Optimization
BigQuery

METHODS

Mann-Whitney U
A/B Testing
Cohort & Funnel Analysis
LTV Modelling
Competitor Benchmarking

EDUCATION

B.Eng. Software Engineering
University of Information Technology
2018 — 2022

LANGUAGES

Vietnamese Native
English Professional

CERTIFICATIONS

"I design games people stay in — and I bridge game design, monetization, data, and UA into one growth function instead of four siloed ones."

>200%

D30 ROAS (casual)

x9

LTV growth (5 months)

x3

ARPPDAU uplift (day one)

+20–30%

ARPPDAU (system redesign)

30+

Production dashboards

5–10

Titles managed (US, T1, T3)

EXPERIENCE

Product Owner & Lead Game Designer

Jul 2025 — Present

Corochti Studio · Ho Chi Minh City

- ▶ Leading game design and product ownership for the studio — sprint planning, backlog, economy design, quest systems, FTUE, and player retention loops.
- ▶ Designing all UI/UX mockups and interactive prototypes in Figma.
- ▶ Two titles under my design direction reached Top 5 on GameHub 2025 & 2026.
- ▶ Inherited a product with no intentional monetization; built the full ad stack from scratch — tripled ARPPDAU from day one.
- ▶ Redesigned the full ad system (IV/RV pacing, session configs, placement logic) to sustain D30 retention while maximizing revenue — LTV still growing at D30.

+ 2 titles in GameHub Top 5 (2025 & 2026)
+ LTV x9: unmonetised → ROAS-viable in 5 months
+ x3 ad ARPPDAU from day one of ad integration
+ >200% D30 ROAS on casual title

Ad Monetization Specialist

Sep 2024 — Jul 2025

VNG Corporation · Ho Chi Minh City — continuing as data analyst & game designer

- ▶ Owned ad monetization across 5–10 casual titles (Dead Target, Zombie Hunter, Zombie Fire 3D,...) targeting US, T1 & T3 markets.
- ▶ Designed full ad call systems: session configs, IV/RV pacing, first-session delay, placement logic — balancing eCPM, fill rate, and retention.
- ▶ Built competitor benchmarking models estimating eCPM, IMPDAU, and LTV from public signals — within 20% of actuals, used by UA for campaign decisions.
- ▶ Authored technical integration docs for all network changes and legal compliance (UMP/GDPR); protected ~10–12% of EEA revenue at risk.
- ▶ Embedded with UA team as data analyst: built campaign dashboards still actively used today.

- + +20–30% ARPDau after ad system redesign
- + +5–10% revenue from native placement on 2 titles
- + Competitor LTV/eCPM estimates within 20% accuracy

Data Analyst · Game Designer

2024 — 2025

VNG Corporation · Ho Chi Minh City — added to existing game design role

- ▶ Took on full analytics and data engineering ownership while continuing all game design responsibilities.
- ▶ Built 20–30 Tableau dashboards and produced analytical reports for every team request — advanced parameters, dynamic tooltips, and calculated fields with a 1–2 day turnaround.
- ▶ Designed and maintained BigQuery pipelines: schema design, query optimization, cost reduced to near-zero while maintaining full accuracy.
- ▶ Produced feature analysis reports combining Mann-Whitney U / A/B testing with clear business narrative for stakeholders.

- + 20–30 dashboards + full reporting — still in active use
- + BigQuery query costs reduced to near-zero

Game Designer

Late 2022 — Early 2024

VNG Corporation · Ho Chi Minh City

- ▶ Designed levels and gameplay systems for casual zombie-shooter titles; built player progression informed by retention and engagement data.
- ▶ Ran and analyzed A/B tests via Python (Mann-Whitney U) to validate design decisions with statistical confidence.
- ▶ Produced structured test reports shared across product and UA teams, establishing a data-first design culture.