Michael Chiu
AI Design Engineer
Product Lead

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Designing and building AI products, after seven years on Candy Crush and Hungry Shark, two franchises with over 4 billion downloads.

Viggle AI
a16z
Sep 2026 – Now

Product & Design Lead, Apps
Promoted from Design Engineer after one month

- Lead a team of 4 across engineering, design and marketing, owning iOS and Android product and growth, shipping weekly.
- Leading the app overhaul: a sprawl of AI tools merged into one SwiftUI Create flow and credit system, built for fast first generations and repeat use.
- Built two products solo in code: Viggle Stories (AI characters that chat and star in generated video) and a pipeline that turns a prompt into a playable hypercasual game.

Sago Mini
Spin Master
Mar – Sep 2026

Senior Product Designer, Superfonik & Piknik

- Redesigned the core loop, meta progression, rewards and first onboarding of Superfonik, a phonics game for ages 2–6.

King
Microsoft,
Xbox Game Studios
2023 – 2026

UX Designer, Candy Crush Saga

- Led UX for Quantum, Candy Crush's first core-mechanic change in 12 years, shipped to 200M+ MAU. Players learned it by playing: sandbox tutorials and progressive hints retrained decade-old habits.
- Redesigned gameplay onboarding for 1M+ daily new players, lifting D1–D7 retention 5% and early revenue 3%.
- Designed the AI-assisted authoring platform behind 20,000+ Candy Crush levels, raising designer efficiency 25%.
- Led King's enterprise AI rollout, taking ChatGPT from pilot to 95% adoption in 60 days.
- Rebuilt late-game progression into a milestone journey that rewards mastery, growing high-spender revenue 2.5%.

Ubisoft London
2020 – 2023

UX Designer, Hungry Shark World & Primal

- Designed a modular shop and season pass for rapid live-ops testing, lifting ARPU 18%, conversion 6% and cutting campaign setup time 40%.
- Solved a retention cliff with an infinitely replayable endgame mode that kept players engaged past core progression.

Shipping solo

Glutty	Billboard-style daily chart of restaurant trends in 5 major cities
Bluehour	Agentic pro-photo editor that pair-edits with you
Rolls	Social camera app with custom-trained film simulation
Shallwed	Agentic wedding-site builder
Dual cursor	Two independent cursors for macOS

Tools

AI	Claude Code, Codex, ComfyUI, n8n, MCP servers, agentic workflows
Code	SwiftUI, React, React Native, Next.js, Three.js, TypeScript, Postgres
Design	Claude Design, Figma, Unity, prototyping, design systems, user research, A/B testing

Education

MA	User Experience Design · University of the Arts London
BA	Philosophy · King's College London
Languages	English, Chinese, Cantonese