Amy Li

Project Manager · Release Management · AI Workflow Automation

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Profile

Project Manager with 4+ years driving cross-functional releases with care, clarity, and consistency. Self-taught in coding, built an 8-script AI-assisted Apps Script ecosystem that cut manual D2C workload by ~60%.

Experience

Cat Daddy Games Kirkland, WA
Live Op Specialist Apr 2024 – Present

- **Spearheaded end-to-end LiveOps D2C webstore and art workflows:** site setup, asset creation management via Jira, web entry implementation, QA testing, debugging, scheduled deployment, and post-release verification, ensuring consistent on-time launches that doubled YoY D2C revenue; achieved $148K in single-day D2C sales (16.9% of off-season revenue), the highest in the title's history
- **Architected a Google Apps Script and REST API automation ecosystem (8 scripts), built using Gemini and GitHub Copilot,** bridging Email, Jira, and Localization: covering pack spec parsing, 10-language localization, CMS import generation, and auto-creating Dropbox folders and Jira tickets; reduced manual D2C operational workload by ~60%
- **Vibe-coded a "Push to DLC" feature into the team's internal localization tool,** replacing a 10-minute manual copy-paste process with a single button click; saved ~1 hour every two weeks and was adopted as a standard tool across two projects' LiveOps teams
- **Set and hit an OKR of 20% D2C revenue share** through consistent on-time campaign delivery, community engagement enhancements, and new branded features (e.g. the Hot Streak Spinner)
- **Triage and diagnose live production incidents on NBA 2K Mobile, a daily-release live title,** driving root cause identification through fix deployment and notifying the right stakeholders in real time; document incident duration, impact, and preventive action items to close out roughly one incident a month without repeat occurrences
- **Independently drove collectible events** by creating a Jira-based release playbook with checklists, timelines, and logic flows; established reusable LiveOps templates that streamlined future Replay events and improved JSON editing efficiency
- **Engineered a streamlined card creation pipeline** via root-cause analysis and flowchart mapping of process pain points; implemented new QA test cases with clear documentation, reducing production card data errors by 60%

Epic Games Nov 2022 – Oct 2023
Release Manager · Release Coordinator Bellevue, WA

- **Drove cross-functional release readiness** by managing milestones across 10+ technical departments and escalating risks while aligning stakeholders across QA, Marketing, Documentation, and Localization, ensuring high-quality delivery to millions of developers worldwide
- **Automated daily burndown tracking** by integrating Jira with Google Sheets via Workato, eliminating manual entry and creating a scalable reporting dashboard later adopted department-wide, saving 25+ hours of administrative work annually
- **Developed advanced JQL queries and Jira Rich Filters** to analyze a backlog of 5,000+ items, surfacing backlog "debt" so leadership could prioritize critical path items; captured and cleared 200+ stale tickets, enforcing database hygiene and establishing new issue-tracking governance
- **Shipped Unreal Engine 5.2.1 and 5.3.1 globally,** partnering with QA, build, and engineering teams to deliver stable, error-free builds across multiple operating systems and device configurations
- **Employed Google Sheets to visualize post-release data for 10 departments by timeframe,** enabling future iteration and upward communication

Education

University of California, Irvine B.S. Cognitive Sciences · Magna Cum Laude · GPA 3.97

Certifications & Skills

Certified ScrumMaster® (CSM®)
Scrum Alliance, 2022

Introduction to Generative AI Learning Path
Google Cloud Skills Boost, 2024

AI & Automation: Gemini · GitHub Copilot · Google Apps Script · REST APIs · Python (pandas)
Program Management: Jira & Confluence · Agile/Scrum · Miro · Perforce · Workato · JQL
Languages: Mandarin Chinese (Native) · English (Native/Bilingual) · Japanese (Conversational)