

PROFILE

FEATURE DESIGN | ECONOMY | NARRATIVE | LEVEL DESIGN | PROTOTYPING

GAME DESIGN AND DEVELOPMENT


- Specialises in leveraging **design research methodologies** and **data-driven insights** to craft compelling and sustainable game systems that have proven to **optimise Lifetime Value** and **maximise revenue potentials**.
- Have worked in multiple agile environments with various team sizes on Live Games.

SKILLS

- High Proficiency in **Spreadsheets, Adobe Suites and Figma**.
- Extensive experience in **Unity, Unreal Engine, Godot, SVN and GitHub**.


WORK EXPERIENCE

GAME DESIGNER II

 Electronic Arts
Real Racing 3
2024


- Improved New Player retention and engagement through a **revamped FTUE flow**.
- Designed **Quests and Events** that strike a balance between player expectations and internal KPI targets. Ensured a **consistent 5-10% increase in projected revenue for events**.
- Implemented multiple process interventions to reduce design effort in the content timeline while maintaining quality.
- Streamlined narrative processes and common NPC arcs in the game to refresh quest narratives.

GAME DESIGNER I

 Electronic Arts
The Sims Mobile
2023-24


- Designed live content packages** to improve player immersion and ensure they meet projected revenue targets.
- Designed multiple **live store packages** that improved revenue by upwards of **10% in MTX sales**.
- Implemented multiple content loops for the various game events to ensure continued content updates with minimal effort.

ASSOCIATE GAME DESIGNER

 Playsimple Games
Word Trip/Crossword Jam
2023

- Designed and implemented a **social "clubs" feature** aimed at retaining long term players. The feature **boosted the LTV by 5%** at first release
- Designed a **gacha system based event** to introduce **cosmetic sinks** into the game. This was later ported into other games.
- Ported multiple features** like collection mechanic based "letter hunt" event, end game content loops, and piggy bank features across games by successfully **adapting the feature to the different game ecosystems**.
- Formalised a process to gauge player sentiment and feedback into informing design directions for the games.

JUNIOR GAME DESIGNER

 Playsimple Games
Crossword Jam/Word Trip
2021-22

- Improved multiple economy systems** including existing **piggy bank mechanic** and **store screen** bringing in a combined **10-15% increase in LTV**.
- Designed **long term and scalable level difficulty curves** that enable high player engagement while reducing constant team interventions.

GAME DESIGN INTERN

Playsimple Games
Word Trip/Crossword Jam
2020

- Reworked the onboarding experience** based on player data and improved Early Game Engagement and retention resulting in a **5-10% increase in LTV**
- Designed over 1000+ puzzle levels.

VISUAL DESIGN LEAD

 Alter Marketing Management
2017


- Member of the founding team** of a digital marketing startup, responsible for all visual assets, logo design and illustration.
- Built up and led a team of visual designers** and ensured design processes were created and maintained across 15+ clients.

EDUCATION

MASTERS OF DESIGN - DIGITAL GAME DESIGN

National Institute of Design, Bengaluru 
2018-2020

BACHELOR OF ENGINEERING - CIVIL ENGINEERING

NMAM Institute of Technology, Karkala 
2009-2013