Game Designer

**VISHWAJEET KALE**

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**SUMMARY**

I bring to the table a passionate, enthusiastic and analytical approach towards the process of Game Design. I come with more than **4 years of industry experience** with Zynga, India, Disney, India, Codewalla Studios, India and Zygobot, Orlando, U.S. Self-motivated, creative and **highly analytical**, with a **passion for games** and **analyzing data**. I enjoy all aspects of game design, including the integration and balancing of new game systems with existing one. I strive to innovate and craft engaging mechanics and features for a fun **user experience**. Tapping into the mind of the players and appealing to their needs helps me create those dopamine bursts which cater to player retention and engagement. Balance is key, but also focus on understanding player personas and types in order to craft a fun and rewarding experience.

**SKILLS**

* Design: **Gameplay features**, **systems design**, **meta-game**, **player progression**, level design, AI Design, core game loops, balancing, UX/UI components, conceptualization and monetization.
* Game-play: **Game mechanics**, building prototypes, optimization of game assets, quality control.
* Software knowledge: Unity, UE4, Photoshop, Maya, Mudbox, Word, **Excel**, yed graph editor, Prototyper, Visio, Git, Source tree, SVN and Balsamiq (Rapid UI Prototyping).
* Other skills: **Experience with C#, Blueprint in UE4**, Project management tools: **JIRA**, Confluence, MS Project, and Axosoft, Tap Joy, Soomla, AdMob Integration, Google Analytics and **MS Office**.
* Soft Skills: Team player, flexibility and adaptability, work well in a collaborative environment, work effectively even under pressure, excellent communication skills both written and verbal, and time management.

**EMPLOYMENT HISTORY**

**Zynga, India Game Designer** July, 2016 – present

Working as a Game Designer on Farmville 2: Country Escape.

**Responsibilities:**

* **Created Spec Docs** (Google Slides) for permanent features (Mid-High Level/Elder Players), **events and opts**.
* **Design implementation** within Unity and Data Sheets.
* Created **mock-ups**, defined flows and core game loops.
* Created **cut lists** with PMs and Producers for features.
* Worked with PMs to **define tuning** and pinch points of high level features and events for players to monetize within the game without hampering player experience.
* Created **contingency revenue opts** with **low production cost.**
* Performed competitor analysis’ and deconstructed their KPIs to understand their success formula.
* Worked closely with production, design and PM team to identify the road map and **defined design pillars**.
* Worked closely with the CS and Marketing team to understand thoughts of our players on social media, tickets and surveys to help me craft a better and fun experience.

**Empowerlabs Pvt, India Game Systems Designer** November, 2018 – July, 2016

Worked on a F2P AR MMO Strategy game called Delta-T for iOS and Android platform.

**Responsibilities:**

* Game Design (**Gameplay features**, **core mechanics** and systems)
* Created and maintained, GDD, **data sheets** for systems and economy of the game.
* Systems Design (**Balancing** and **tuning player progression**, reward systems, attributes and stats of in-game entities and **defining difficulty curve**)
* Content (Worked closely with the content team to ensure the feature updates aligned with the narrative of the game)
* Helped create test plans as well as conducted play-test sessions.
* Analyzed KPIs and monetization bottlenecks.
* Performed competitor analysis’ and crafted new features and mechanics for improved player experience and ‘Fun Factor” of the game.

**Zygobot, Orlando, FL Game Designer** Oct, 2015 – August, 2017

Designed core game mechanics and gameplay for Divey Jones – Memory Diver and PVP Shoot Em’ Up IP for Android and iOS. Conceptualized, prototyped, integrated and balance new game designs. Collaborated with Cross-Functional teams to facilitate a clear direction and meet commercial success of the product. Defined mechanics, designed systems and levels with other designers to deliver multiplayer environments that embody the creative vision of the game.

**Responsibilities:**

* Collaborated and managed a set of very talented designers to craft and develop a PVP multiplayer shoot em' up game called Dino Tank.
* **Game Design** (Content, gameplay features, core mechanics and meta-game).
* Collaborated with producers to help plan the **product roadmap** and milestones using Microsoft Project.
* Created the bible (GDD) to the game and my fellow designers help keep it up to date.
* **Systems Design** (Balancing and tuning, player retention mechanics, reward systems, and player progression)
* Designed **multiplayer matching making systems** for competitive **PVP** modes (**Elo ranking system**).
* **Multiplayer Level Design** (Paper prototyping, White-boxing, and created multiplayer maps in Unity)
* Helped create test plans as well as conducted play test sessions.
* **Analyzed data** acquired from the UX Lab and implemented design solutions for improved player experience and user engagement.
* Created UI wireframes and mock-ups in Photoshop and simulated using Prototyper and Balsamiq.

**Codewalla Studios Game Designer** Oct, 2013 - Sept, 2015

I joined Codewalla Studios as a Game Designer where I worked on several titles such as Magic Monsters, Aqua Rescue, and Pet Pop Party, amongst others, as a multi-role Game Designer. A majority of my tasks included feature design, design documentation, level design for match3 games and creating pitch concepts for investors, all while analyzing data derived from analytics to craft the best user experience.

**Responsibilities:**

* **Game Design** (Designed core gameplay mechanics, new content, features, and core game loops.)
* **Systems Design** (Balancing and Tuning, player progression,achievements and rewards systems)
* Match3 Level Design (Designed, play tested and fine-tuned match3 puzzle levels)
* Helped managers identify the **potential sale drivers** for the different product categories in the game economy. Defined the key points of exposure for those drivers.
* Analyzed the evolution of defined metrics to identify both, **monetization bottlenecks** and facilitators, and suggest game design improvements or enhance the experience accordingly.
* Improved monetization and retention of games through difficulty tuning and hypothesis testing.

**The Walt Disney Company, India Game Systems Designer (Intern)** July, 2012 – Sept, 2012

My first foray into the industry was during my t internship at The Walt Disney Company, India, where I worked on Cricket T20 Fever 3D as a Game & Systems Designer.

**Responsibilities:**

* Designed and play test new game objectives and daily missions in Cricket T20 Fever.
* **Analyzed data** with designers and product managers to suggest improvements for enhanced UX.
* Helped fine-tuned **player progression** and play test further to verify and validate player progression.
* Worked closely with and reported to Senior Designers and Product Managers.
* Successfully pitched a game concept of "Pen Fight" to Designers and Managers during my end of internship presentation.

**EDUCATION**

2015-2016 2010-2013

Full Sail University Bundelkhand University

Orlando, U.S India

Masters of Science (MS) in Game Design Bachelors in B.Com/Business Admin

**ACHIEVEMENTS**

Indie Prize Nominee | Casual Connect, SF, USA Project: [Divey Jones – Memory Diver](http://indieprize.org/usa2016/index.html#entry-90) July, 2016

**COMMUNITY INVOLVEMENT (Conferences Attended)**

* CasualConnect, SF, U.S (2016)
* IndieCade East, NYC, U.S (2016)
* GDC, SF, U.S (2016,2017)
* Nasscom GDC, Pune, India (2011-2015)