Amar Ravi
Game Designer (Generalist)
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In possession of a valid EU visa

ABOUT ME

An experienced game designer with an intuition-first, research-refined and play-validated approach towards determining what's "fun" in games. I'm excited about solving novel challenges in game design through designing mechanics, levels, and systems

INDUSTRY EXPERIENCE

Paladin Studios, The Hague

Medior Game Designer

July 2021 – April 2024

- Played a crucial role in Paladin's **move towards own IP** – pitched the original idea and developed the concept to a publisher demo stage for **Wayward Shoals** – a canine 3rd person mystery adventure
- Promoted from **Junior to Medior** within <1 year at the studio
- Collaborated with Netflix on translating their hit IP "Nailed it!" into a unique multiplayer party game – **Nailed It! Baking Bash**
- Maintained and standardized design documentation on multiple projects to improve cross-team collaboration

Game Design Intern

September 2020 – March 2021

- Design new levels for **Cut The Rope: Remastered** using in-house tools in line with vision and target audience expectations from a top-performing IP

ZS Associates, Pune

Decision Analytics Associate

August 2016 – May 2018

- Conducted qualitative and quantitative market research for global pharmaceutical firms
- Drafted executive summaries and decks to highlight and address key client concerns
- Onboarded junior analysts on proprietary in-house tools

EDUCATION

National Institute Of Design, Bengaluru
Master's in Digital Game Design

July 2018 – March 2021

HKU University Of The Arts, Utrecht
Exchange – Games and Interaction Design

September 2019 – February 2020

National Institute Of Technology, Calicut
Bachelor of Technology – Electrical and Electronics Engineering

July 2012 – May 2016

AWARDS

Student Game Of The Year, The India GDC 2020

Winner – New Perceptions, Nordic Game Jam 2020

SKILLS

Game Design

Level Design

Rapid Prototyping

Game Systems Design

Game Analysis

Design Documentation

C# Scripting

TOOLS

Unity

Microsoft Excel

Google Sheets

Adobe Illustrator

Adobe XD

INTERESTS

Game Jams

Virtual Reality

Comedies

Science Fiction

Electronic Music

At Paladin Studios

Wayward Shoals (unreleased) – PC & Console

2023

A mystery adventure game where you play as *Rascal,* **an energetic and inquisitive dog**. Joined by your human companion Matilda, you'll embark on **a supernatural journey** that will take you through the mysterious islands of Wayward Shoals.

- **Lead Design** on the initial transition from game jam prototype to Phase 1 prototype
- **Prototyping mechanics** and interactions in Unity C# to iterate on and enhance key game pillars - **Unleash Your Inner Dog** & Being **a Dynamic Detective Duo**
- **Scripting** and implementing **NPC behaviors** using in-house tools
- **Open-world system design** to balance player choice and narrative cohesion
- Organize and analyse **periodic playtests** to inform design decisions

Netflix Nailed It! : Baking Bash – iOS & Android

2022

A **multiplayer party** game based on Netflix's hit show "**Nailed it!**". Players compete in physics based cooking minigames to create the best (or funniest) looking cakes

- Design experience with a **full development cycle from pre-production to live-operations**
- Prototype minigames that **encourage player creativity**, balance tech overhead and enable the game vision (**"practical" prototyping)**
- Designed cakes (levels) in **close coordination with art & tech** to ensure cakes are great to look at, fun to play and allow for player expression
- Increase social engagement between players in each session through **multiplayer system design** interventions
- Improve player retention and expectation-setting during **live operations**

Cut The Rope Remastered – Apple Arcade (iOS)

2021

A 3D remaster of Zeptolab's hit puzzle IP Cut the Rope, released exlcusively on Apple Arcade. **The game featured new levels** with Nibble nom - a new playable character

- **Design new puzzles (levels)** in line with game-vision and target audience expectations from a hit-IP
- Take levels from **block-out to in-game** implementation using in-house level builder tools
- Enhance old Cut the Rope levels with **secondary goals and additional challenges**
- **Conduct and analyze playtests** to inform level design decisions

Personal Projects

TV Magic VR – *Meta Quest / SteamVR*

A unique **'game-within-a-game'** puzzle platformer where you use 3D objects around you in VR to solve puzzles on a 2D screen

- **Led a fully remote team** of 3 developers to drive project from concept to an early access release
- Programmed **2D Physics based gameplay** and **VR interactions**
- Released the game on **SideQuest (early access) to positive reviews**
- Original concept won the **'New Perceptions' award** at the first ever **online Nordic Game Jam (2020)** as a PC game

DJ Loopman – Windows / Mac

A twist on the rhythm game genre that combines beat-em-up gameplay with music production

- Winner of **Student Game of The Year** - at The India Game Developers Conference 2020