

PANCHAMI PRADEEP

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About Me:

I'm a detail-oriented and technically proficient Game Designer with about 6 years of experience in Systems Design with a Live-Ops expertise. I like to use a modular and player centric approach to designing game experience. I've a keen interest in cognitive disabilities and advocating for accessible, user-friendly approach to feature design. I thrive in collaborative environments and enjoy fostering cross-disciplinary communication. Aware of the power of opportunities, I'm a strong believer of empowering people with the knowledge to grow, and for the same reasons, I volunteer at and organize industry events to facilitate networking. My fascination in understanding how things work allows me to approach design and life with full-fledged curiosity and that brings me joy.

Key Skills:

MS Excel, C++, Unity (C#), UE4, Data Based Design, Meta Systems, Progression Systems, Economy System, Combat Systems, Seasonal, Weekly and Daily Event Systems, MS Office, Adobe CC, Public Speaking.

June 2022 – Present

Untitled • Live-Ops Systems Designer • PlayStation London Studios, Soho.

Systems Design Responsibilities:

- Collaborated with Game Director, Lead Designer, and strike teams to define and develop a core **Playable Character Systems**.
- Worked along with the Lead Game Designer to define high-level Game Systems required for the project.
- Designed, developed, and documented the XP System prototype on Unreal in a two-person strike team.
- Designed, documented, and presented along with Excel prototypes: **Player Character and Progression Systems. Feedback Systems, Achievements and Compulsion Loop. Guilds, Crafting Gear Systems and Trading Systems. Meta Currency and Engagement Progression Systems. Matchmaking System.**
- Collaborated with major stakeholders to get the above designs approved.
- Setup various templates to ease paper design in collaborative work.

Live-Ops Responsibilities:

- Collaborated with Platform Analytics and Shareholders to understand current and dynamic market trends.
- Worked along with the Lead Designer to identify project specific Player Personas, Monetization Strategies and Business Models.
- Researched, formulated, and presented cross-genre play patterns and insights to cross-discipline.
- Initiated conversations and heavily collaborated with wider PS Live-Ops (US) regarding other projects. Recognized for my work by Scott Rhode (Head of Internal Production).
- Used data driven information to influence business decisions with major stake holders.
- Aided wider design team by championing Metrics Driven Design, Player Persona, and Lifecycles.
- Built a database repository for research on popular Live-Operated Games and ensured that teams used the repository to breakdown systems and features.
- Analysed progression systems mapped to Player Journey in GaaS games to create proposals.
- Updated and maintained the Live-Ops Documentation.
- Researched, Documented and Presented 10 Game Analysis Deconstructions.

November 2020 – June 2022

The Sims Mobile • Associate Game Designer • Electronic Arts, Hyderabad

- Sole designer in charge of project transition.
- Responsibilities included documenting process, mentoring teammates on tools used, suggesting tool improvements (and more).
- Conducted multiple sessions with the Indian team for Knowledge Transfer, Lore, and Mechanics.
- Collaborated with team to standardize out live-ops roadmap and developed features that aligned with project goals and personal KPI's.
- Utilized in-house game engine to create new experiences for players.
- Redesigned tools for storytelling and led the narrative feature development.
- Took part in telemetry reviews with shareholders.
- Designed and tuned Battlepass events and event structures based on community feedback and telemetry.
- Designed House Templates, NPCs, and other in-game content, both emergent and non-emergent.
- Maintaining a SimGuru profile to develop surveys, communicate with Players and collate and segregate player feedback.
- Held sessions with the community along with marketing team to set expectations and design Community Campaigns.

April 2020 – October 2020

FAU-G • Associate Game Designer • nCore Games, Bangalore

- Set the groundwork for the live-ops release cycle.
- Co-designed combat, A.I and encounter designs
- Designed the Rest Mechanic in the Campaign Mission.
- Scripted Events and interactions in unity using C#.
- Designed Core Systems & Meta systems for the Demo Level
- Developed and finetuned gameplay content in excel for non-combat experiences.
- Collaborated with the Product team leads for store requirements, sales, and game flows.

November 2019 - March 2020

Quizup • Associate Game Designer • Glu Mobile, Hyderabad

- Designed the Qluzo(player avatar system and XP system).
- Documented all aspects of formal game design, using mock-up screenshots, sample menu layouts, gameplay flowcharts, and other graphical devices.
- Responsible to oversee gameplay testing to ensure intended gaming experience and game adherence to original vision.
- Presented new game design concepts to management and technical colleagues, including artists, animators, and programmers.
- Balanced and adjust gameplay experiences to ensure the critical and commercial success of the product.
- Collaborated with artists to achieve appropriate visual style.
- Conducted regular design reviews throughout the game development process.

June 2018 – November 2019

Deer Hunter Classic • Associate Game Designer • Glu Mobile, Hyderabad •

Managed and designed levels and regions for LiveOps using spreadsheets.

- Collaborated with artists to achieve appropriate visual style.
- Documented and Implemented Sales and Themed Events.

Leadership and Recognition:

- Applied Games Track Curator at the [Indian Game Developers Conference 2021](#)
- Received awards for Passion, Alchemy, and Ownership at Electronic Arts for my work on The Sims Mobile, Slingshot, Hyderabad, India 2020-2021.
- Glu ABOVE & BEYOND- Awarded for Feature Development, Hyderabad, India 2020.
- President Of Orators - University Toastmasters Club Mangalore, India 2013 – 2015

Hobbies and Miscellaneous

- Recognized by SVP Scott Rohde on the foundational Live-Ops work done for the project.
- Pushed for standardizing documentation template and processes within the team.
- Presented a talk about ADHD and Systemic approaches to reducing Cognitive overload in games to the Studio.
- Trained with other Technical Designers, specifically around C++ and Unreal to prototype concepts.
- Additional Design and Social Media Support for Bludgeon TTRPG since 2019.
- Part of EA's internal Mental Health & Allyship team 2020-2021.
- Co-Represented India at EA Cultural Meetings 2021.
- Volunteering organizer at [Indian Game Developers Conference 2021](#).