







<div>Joe Sujin</div> <div>Game Designer, Creative coder, Educator</div> <div> +918015339737  joesujin@gmail.com  https://joesujin.com/</div>		
Summary	Senior Game Designer with 4+ years building and shipping cross-platform games and experiences for kids/teens. Led multi-genre development (cricket, racing, shooter, multiplayer/obby) from discovery and prototyping through live iteration, and scaled design teams up to 9 designers. Strengths include systems design, progression/balancing, player research, and metrics-driven improvement (e.g., D1 up to ~25–30% and D7 ~5–6% during key MVP phases).	
Experience	<div><div>Terra</div><div>Creative Lead, Game Design</div><div> https://letsterra.com/</div><div>Led design for a kid/teen-focused, Roblox-like multiplayer game platform with cross-platform play (mobile/tablet/PC, early VR exploration) and a social hub. Owned product discovery through kid interviews, rapid prototyping, and shipping a high-velocity slate of games (2–4 week cycles), later transitioning into deeper titles (notably cricket). Led and scaled the design team (3 interns to 9 designers) and drove major MVP improvements in retention and engagement.</div><div><ul style="list-style-type: none">Discovery + audience fit :Conducted qualitative research with kids/teens to validate direction and refine onboarding, clarity, and session goals based on observed behavior and feedback.Multi-genre shipping velocity :Led a high-velocity design pipeline across multiple genres, coordinating ideation → prototyping → playtesting → iteration → release on aggressive timelines (2–4 week cycles for many titles).Leadership + scaling :Scaled and mentored the design team from early interns to a multi-designer org (aprox. 9 designers), supporting reviews, unblockers, and quality bars across parallel projects.MVP ownership + outcomes :Led MVP planning and design execution for a major platform iteration (MVP 4), aligning experience structure, metrics goals, and content strategy.Metrics credibility (platform level) :Drove measurable retention/engagement gains during MVP improvements (e.g., D1 ~25–30% and D7 ~5–6% during that phase).Shooter depth (battle royale) :Led design direction for a third-person battle royale prototype (Death Strike), defining core loop, match structure, encounter pacing, and progression hooks.Racing/driving depth :Designed and prototyped driving game foundations through an open-world chase concept (Police Car Chase), defining mission loop, pursuit pacing, and arrest mechanics.Sports depth (cricket end-to-end) :Led multiple cricket titles end-to-end, from concept and UX flows to tuning, scenarios, and content roadmap (portrait and landscape formats).Sports performance + engagement :Shipped cricket experiences with strong engagement signals (e.g., Cricket D1 ~20%, long session times; median ~30 min; high-end 60+ min during that phase).Float Busters (signature engagement): Designed Float Busters, achieving strong completion and engagement feedback (e.g., ~50% completion; players requesting more content).</div></div> <div><div>PlayShifu</div><div>Senior Game Designer</div><div> https://www.playshifu.com/</div><div>Senior Game Designer owning multiple live AR + physical-toy learning games across Plugo Detective and Plugo Coding. Designed full game concepts and mechanics by translating physical kit capabilities into interactive, level-based gameplay, and later conducted kid interviews to gather usability feedback and improve engagement.</div><div><ul style="list-style-type: none">Promoted to Senior Game Designer, owning end-to-end design for multiple live games across Plugo’s AR + physical kit ecosystem.Designed 2 games for Plugo Coding (<i>Bom Bom Chase</i>, <i>Star Struck</i>) and 2 games for Plugo Detective (<i>Spy Glass Mysteries</i>, <i>Detective Hats On</i>), from concept through level structure and core mechanics.Mapped physical-toy capabilities into digital interactions, converting real-world inputs into repeatable game mechanics and level formats.Observed strong repeat engagement in kid interviews (e.g., players returning frequently to maintain farms/characters), validating long-term care loops and progression.</div></div> <div><div>PlayShifu</div><div>Game Designer</div><div> https://www.playshifu.com</div><div>Game Designer on Plugo Farm, designing the end-to-end digital gameplay experience for a kid-friendly AR + physical-toy controller. Owned core loop, progression, animal systems, day/night structure, and mini-game concepts—iterating from references and prototypes into a simplified, accessible farming experience for young players.</div><div><ul style="list-style-type: none">Built complete animal systems on Machinations (feeding/care behaviors, unlock rules, and rewards) with balancing for kid-friendly difficulty and time-to-fun.Designed onboarding and early-game unlock flow to ensure first-time users could understand AR + physical placement controls quickly.Created and pitched multiple mini-game concepts, prototyping how toy placement would map to actions and feedback on iPad.</div></div>	<div>July 2023 - Present</div> <div>Bengaluru</div> <div>August 2022 - July 2023</div> <div>Bengaluru</div> <div>March 2021 - August 2022</div> <div>Bengaluru</div>
Education	<div><div>Paavai Engineering College (Anna University, Chennai)</div><div>Mechatronics Engineering</div><div></div><div>2011 - 2015</div><div>Bachelor of Engineering (B.E.)</div></div> <div><div>National Institute of Design (NID), Bengaluru</div><div>Digital Game Design</div><div></div><div>2018 - 2021</div><div>Master of Design (M.Des.)</div></div>	
Awards	<div><div>Student Game of the Year</div><div>Indian Game Developer Conference (IGDC)</div><div>DJLoopman</div><div>2020</div></div>	
Volunteering	<div><div>Paper Crane lab</div><div>Facilitator</div><div></div><div>Part time</div><div>Bengaluru</div></div>	
Skills	<div><div>System design</div><div>Game Systems</div><div><div><div>●</div><div>●</div><div>●</div><div>●</div><div>●</div></div></div><div>Balancing and tuning</div><div><div><div>●</div><div>●</div><div>●</div><div>●</div><div>●</div></div></div><div>Core loop & Progression design</div><div><div><div>●</div><div>●</div><div>●</div><div>●</div><div>●</div><div>○</div></div></div><div>Rapid Prototyping</div><div><div><div>●</div><div>●</div><div>●</div><div>●</div><div>●</div><div>○</div></div></div><div>Player Research, Playtesting & Usability testing.</div><div><div><div>●</div><div>●</div><div>●</div><div>●</div><div>●</div><div>○</div></div></div><div>Level Design</div><div><div><div>●</div><div>●</div><div>●</div><div>○</div><div>○</div><div>○</div></div></div><div>Unity, Blender, Figma, Adobe Cloud</div><div><div><div>●</div><div>●</div><div>●</div><div>○</div><div>○</div><div>○</div></div></div></div>	
Interests	<div><div>Gaming</div><div>Action platformers, DnD, Tabletop Games, Puzzle, Metroidbrainia, Zelda</div></div> <div><div>Music Production</div><div>singing, drum machine, DAWs</div></div> <div><div>Creative coding</div><div>p5, Strudel, TouchDesigner</div></div>	
Languages	<div><div>English</div><div><div><div>●</div><div>●</div><div>●</div><div>●</div><div>●</div></div></div></div> <div><div>Tamil</div><div><div><div>●</div><div>●</div><div>●</div><div>●</div><div>●</div></div></div></div> <div><div>Japanese</div><div><div><div>●</div><div>○</div><div>○</div><div>○</div><div>○</div><div>○</div></div></div></div>	