Joe Sujin

Game Designer, Creative coder, Educator

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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

Terra　　　　　　　　　　　　　　　　　　　　　　**July 2023 - January 2026**
Creative Lead, Game Design　　　　　　　　　　　　　　　　　　Bengaluru
🔗 https://letsterra.com/

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) while 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.

- **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 (approx. 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).

PlayShifu　　　　　　　　　　　　　　　　　　　　　**August 2022 - July 2023**
Senior Game Designer　　　　　　　　　　　　　　　　　　　Bengaluru
🔗 https://www.playshifu.com/

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.

- Owned end-to-end design for multiple live **puzzle-driven** AR + physical-toy learning games across Plugo Detective and Plugo Coding.
- Created and shipped **4 puzzle-centric titles** (Bom Bom Chase, Star Struck, Spy Glass Mysteries, Detective Hats On), defining core puzzle loops, rules, and level structures from concept to live content.
- Translated physical-kit affordances into **repeatable puzzle mechanics**, converting real-world inputs into clear, learnable interactions and scalable level formats.
- Built **difficulty ramps** (approachable → challenging), balancing clarity and "aha" moments through constraint tuning, hinting, and iterative playtests with kids.
- Ran kid interviews and usability sessions to identify confusion points, refine instructions and feedback, and improve puzzle satisfaction and repeat play.

PlayShifu　　　　　　　　　　　　　　　　　　　　**March 2021 - August 2022**
Game Designer　　　　　　　　　　　　　　　　　　　　　Bengaluru
🔗 https://www.playshifu.com

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.

- 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.

Education

National Institute of Design (NID), Bengaluru　　　　　　　**2018 - 2021**
Digital Game Design　　　　　　　　　　　　　　　Master of Design (M.Des.)

Paavai Engineering College (Anna University, Chennai)　　　**2011 - 2015**
Mechatronics Engineering　　　　　　　　　Bachelor of Engineering (B.E.)

Awards

Student Game of the Year　　　　　　　　　　　　　　　　　　**2020**
Indian Game Developer Conference (IGDC)

DJLoopman

Volunteering

Paper Crane lab　　　　　　　　　　　　　　　　　　　　**Part time**
Facilitator　　　　　　　　　　　　　　　　　　　　　　　Bengaluru

Skills

System design
Game Systems
● ● ● ● ●

Balancing and tuning
● ● ● ● ●

Core loop & Progression design
● ● ● ● ○

Rapid Prototyping
● ● ● ● ○

Player Research, Playtesting & Usability testing.
● ● ● ● ○

Level Design
● ● ● ○ ○

Unity, Blender, Figma, Adobe Cloud
● ● ● ○ ○

Interests

Gaming
Action platformers, DnD, Tabletop Games, Puzzle, Metroidbrainia, Zelda

Music Production
singing, drum machine, DAWs

Creative coding
p5, Strudel, TouchDesigner

Languages

English
● ● ● ● ●

Tamil
● ● ● ● ●

Japanese
● ○ ○ ○ ○