

Joe Sujin

Game Designer, Creative coder, Educator

📞 +918015339737 🎵 joesujin@gmail.com 🌐 <https://joesujin.com/>

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 Creative Lead, Game Design 🔗 https://letsterra.com/	July 2023 - Present Bengaluru
	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. <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).	
	PlayShifu Senior Game Designer 🔗 https://www.playshifu.com/	August 2022 - July 2023 Bengaluru
	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. <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, Star Struck</i>) and 2 games for Plugo Detective (<i>Spy Glass Mysteries, 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.	
	PlayShifu Game Designer 🔗 https://www.playshifu.com/	March 2021 - August 2022 Bengaluru
	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. <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.	
Education	Paavai Engineering College (Anna University, Chennai) Mechatronics Engineering	2011 - 2015 Bachelor of Engineering (B.E.)
	National Institute of Design (NID), Bengaluru Digital Game Design	2018 - 2021 Master of Design (M.Des.)
Awards	Student Game of the Year Indian Game Developer Conference (IGDC) DJLoopman	2020
Volunteering	Paper Crane lab Facilitator	Part time 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 	