

# MUHAMMAD SHIBLI MANSURI

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## PROFESSIONAL EXPERIENCE

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**USAID, Islamabad, PK**

Jun 2023 – Present

### Technical Expert - Game Design

- Directed the comprehensive assessment of 50 game studios for USAID's grant initiative, resulting in the careful selection of 8 promising studios that bolstered investor confidence and maximized project potential for future collaborations.
- Defined selection process; constructed clear criteria that enhanced the quality of shortlisted studios by 60%.
- Implemented a structured feedback mechanism; improved communication led to a 30% reduction in revision cycles, expediting the selection of suitable game studios for funding.

**Yes And Games, Lahore, PK**

March 2021 – Present

### Studio Director & Game Designer

- Secured \$100,000 in funding by establishing relationships with 10+ investors, achieving a 100% success rate in investment pitches and positioning Yes And Games for accelerated growth and strategic development.
- Developed and implemented a comprehensive business strategy that attracted top-tier talent, leading to a 50% increase in project completion rates and a notable enhancement in overall team productivity.
- Pioneered innovative game concepts that attracted attention from industry leaders, contributing to a 40% increase in project inquiries and bolstering Yes And Games' presence in the competitive gaming landscape.

**FRAG Games, Lahore, PK**

2023

### Game Designer, Contractor

- Revamped an overly complex Excel design into a modular system supporting 800 card classes and stat curves, enhancing clarity and functionality, which accelerated game development timelines by 30% and improved collaboration across departments.
- Resolved narrative inconsistencies and established clear communication channels with the client, resulting in a 25% increase in client satisfaction ratings and solidifying project milestones under tight deadlines.
- Authored a high-quality, original GDD that replaced an existing plagiarized version, directly contributing to improved project clarity and a 50% reduction in revision requests from the client during the development phase.
- Spearheaded two critical tests for a \$1 million contract with Sandbox, surpassing other departments that managed only one, resulting in enhanced credibility and trust from Sandbox's auditor through exemplary level design.

**ZPlay, Beijing, China**

2021

### Senior Game Designer

- Achieved a remarkable 50% acceptance rate for hyper casual game designs, surpassing benchmarks set by external studios, which contributed to a consistent output of over 30 new games launched monthly.
- Reduced cost per install (CPI) to an industry-low of \$0.30 by developing trending game concepts based on thorough market research, establishing a strong product-market fit that attracted a wider audience.
- Led a series of workshops that enhanced the skills of the design team, resulting in improved development speed and quality metrics that contributed to the successful launch of over 30 games monthly.

**Arcadian Labs, Lahore, PK**

2020

### Lead Game Designer

- Crafted 26 detailed technical game design documents that served as a definitive guide for programmers; resulted in a record development time, enabling the game update to be released within just two weeks.

- Revitalized client relationships with Voodoo by conducting rapid assessments and delivering tailored solutions; re-established partnership within 4 days, reversing prior dissatisfaction and increasing potential revenue by 25% annually.
- Collaborated with Homa's team to brainstorm and develop three innovative concepts; gained immediate approval for implementation, showcasing agile response to client needs and enhancing collaborative efforts.
- Engineered hyper casual game concepts that resulted in click-through rates of 5.2%, 7%, and 9%, leading to a heightened approval rate for production and demonstrating strong user engagement potential.

**Argon Tech, Lahore, PK**

2019-2020

**Lead Game Designer & Game Developer**

- Created the company's first multiplayer basketball game, integrating sophisticated client-side prediction; this innovation led to a significant reduction in client complaints regarding lag, enhancing overall gameplay satisfaction.
- Created two high-quality games, which were completed in just eight weeks; improving customer satisfaction scores by 25%.

**University of Central Punjab and BeaconHouse National University, Lahore, PK**

2017-2019

**Senior Lecturer - Game Design & Development**

- Designed and launched 6 innovative game design and development course curricula, aligning content with industry trends; the implementation resulted in a 30% surge in student satisfaction scores as indicated by end-of-term evaluations.
- Spearheaded the establishment of the Game Design Center, creating a collaborative environment that increased project turnaround by 40% and attracted 15 new design talents within the first year of operation.
- Established partnerships with 15+ game industry clients, providing students with real-world projects that enhanced learning outcomes and increased job placement rates by 25% within six months post-graduation.

**Legends of Learning, Washington, US**

2015-2020

**Game Designer & Game Developer**

- Achieved a #17 ranking on Legends of Learning's Global Top Studios list by analyzing user data; refined educational game mechanics which resulted in a remarkable 200% increase in user engagement.

**Mindstorm Studios, Lahore, PK**

2014-2015

**Game Designer & Game Developer**

- Designed a mid-core city and army building game that attracted over 50,000 downloads within the first month of launch, generating 15% more revenue than projected through in-app purchases and ads.
- Created intricate gameplay mechanics and balanced resource management systems; player retention rates improved by 25% over a three-month period as a result of enhanced user engagement and satisfaction.

**Carameltech Studios, Lahore, PK**

2012-2014

**Associate Game Designer**

- Developed a comprehensive set of economic balance tools that allowed for real-time adjustments to card values and rarity; the tools are now utilized by over 15 team members for ongoing game updates.
- Introduced agile methodologies to the character development pipeline, resulting in a significant improvement in team collaboration and a notable decrease in feedback loops, enhancing project delivery efficiency by 40%.

**Tintash Pvt. Ltd. , Lahore, PK**

2009-2010

**Game Designer**

- Designed and launched a series of casual and arcade games that attracted over 300,000 players within the first month, contributing to a 20% increase in daily active user engagement across platforms.
- Conducted in-depth analysis of user behavior and preferences, resulting in adjustments to game mechanics that secured a 70% retention rate; developed and executed strategies to maintain player interest over time.

## EDUCATION

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**Carnegie Mellon University**, Pittsburgh, PA, USA  
Masters of Entertainment Technology

2010-2012

**Lahore University of Management Sciences**, Lahore, PK  
Bachelor of Science in Computer Science (Honors)

2004-2008

## SKILLS

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|----------------------|-----------------|--------------------|----------------------|
| • Game platforms     | • Unity         | • Free 2 Play      | • Level Design       |
| • Game systems       | • Unreal Engine | • Python           | • Project Management |
| • Documentation      | • Mobile Games  | • Maya             | • GameScripting      |
| • Online play models | • Online Games  | • Game Prototyping | • UI/UX              |