

# Andy Piffer

## Lead Game Designer

+55 11 99254-0970  
4piffer@gmail.com  
<https://apiffer.com>

I'm a generalist **Lead Game Designer** with 10+ years experience in Mobile Gaming who has:

- Created 60+ fun casual mobile games that made millions of people smile worldwide
- Managed Live Games and initiatives that radically improved their KPIs and profitability
- Led multiple teams of up to 20 creative minds from Product Discovery to LiveOps phases
- Self-developed game prototypes in Unity for publishers and awarded competitions

You may check out the most relevant games in my [game portfolio](#).

### PROFESSIONAL EXPERIENCE

#### ◆ Lead Game Designer (Live Games), Voodoo, Jan 2024 – Present

Co-directing and executing Product Vision and Game Design initiatives that have already proven through AB Testing to have doubled profitability of Hole.io, a Top 3 Game in Voodoo (> 1M DAU).

#### ◆ Technical Game Designer, Indie & Contract, Nov 2021 – Out 2023 (2 years)

Research and development of game prototypes for marketability and KPIs measurement for Mobile/PC, either self-funded or partnered with top publishers such as TapNation and Voodoo.

#### ◆ Product Manager, Tapps Games, Jan 2016 – Jul 2019 (3.5 years)

Directed product strategy and led a team of 20+ people during discovery, production and soft-launch of Decor Dream (2018–2019), an ambitious Match-3 puzzle with Decoration meta.

Led multiple teams and Live Games to ship successful releases for the most important games in the portfolio, including [Logic Pic](#) (2017), [My Boo](#) (2016–2017), and Cow Evolution (2016).

Mentored multiple people from the Product & Game Design team and kickstarted new processes that drastically improved and incorporated in Tapps' product discovery and production phases.

#### ◆ Game Designer, Tapps Games, Jul 2013 – Dec 2015 (2.5 years)

Designed and improved core-loops, systems, levels, economies for more than [50 casual games](#) of different genres, including successful ones such as [My Boo](#) (40+ million organic downloads).

Mentored junior game designers and kickstarted the first Live Games team in the company.

#### ◆ Design Intern, Tapps Games, Aug 2011 – Aug 2012 (1 year)

Pitched and shipped new mobile games; 2D Level Design; UI/UX Design.

## EDUCATION

**Immersive Program in Creative Leadership, Polifonia, Aug 2018 – Dec 2018**

**Bachelor's Degree in Game Design, Anhembi Morumbi (UAM), 2009 – 2012**

- Published an undergraduate research on Game UX Design (Cognitive Usability)
- Final thesis focusing on Game System Design (Resource Management and Strategy)

## RELEVANT EXPERIENCES

### Game Development Awards

- Con Latinidad 2023 Winner: One-month game jam organized by Latinx in Gaming in partnership with Google. My hidden-object game "CADÊ?", was selected based on quality, creativity, and relation to the theme "Your Latinidad" receiving a prize of \$10,000.
- Storms the World Finalist: My game was selected among the Top 10 Games judged based on the game's originality, production quality and market fit, receiving a prize of \$1,000.
- Jam Nation Winner: One-month game jam hosted by TapNation publisher where 233 teams from more than 40 countries took part. I won 1st place with my hyper-casual puzzle which had the best KPIs among all games receiving a prize of \$5,000.

**Sabbatical Leave, Oct 2019 – Sep 2021 (2 years)**

Backpacked over 10 countries; volunteered at NGOs during pandemic; learned yoga and other mental-health practices at awarded retreats; joined awarded game development competitions.

## HARD SKILLS

- **Documentation & Management:** Microsoft Office, Google Suite, Miro, JIRA, Confluence, Trello.
- **Game Development:** Excel, Spreadsheets, Unity, C#, GIT, Miro, Photoshop, Illustrator, Maya.
- **Data & Market Analysis:** iTunes Connect, Google Suite (Play Console, Analytics, Firebase), Tableau, Facebook Analytics, Game Analytics, Data.ai, Game Refinery.
- **Languages:** Brazilian Portuguese (Native) and English (Fluent).