Paulo Andrew Ines Peralta

A Game Designer, experienced in Social Casinos and adept with UX design, with a technical background in Web and Software Development

MOST RECENT JOBS

Anino Inc, Makati City — *Game Designer*

APRIL 2018 - Present

Exotic Slots

https://play.google.com/store/apps/details?id=com.racing.reels&hl=en_US

- Responsible for Game Design
    - Economy and Progression features
    - Engagement and Retention features
    - Monetization features
    - Meta features
    - User Experience
- Responsible for Analytics Design and Data Analysis
- Responsible for monitoring and improving the game's KPIs
- A key figure in the production team, helping producers with:
    - Task Management: allocation and prioritization of work
    - Overseeing completion of tasks
- Responsible for Documentations and GDDs
- Also does functional tests with QA

Doble Win Vegas

https://play.google.com/store/apps/details?id=ppl.unity.cubeslots&hl=en

- Responsible for Feature Design and Economy Balancing
    - Game Economy
    - Slot Machines
        - Machine design and balancing
        - PAR sheet
        - Machine User Experience
    - Feature Design
        - Social features
        - Retention features
        - Re-engagement features
        - Monetization feature
        - Progression
    - Events
    - User Experience
- Responsible for Analytics Design and Data Analysis

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pauloandrewperalta@gmail.com

TOP SKILLS

- Game Design
- UX design
- Project Management

TOP LANGUAGES

- English
- FIlipino

PERSONAL PORTFOLIO

https://andrewperalta.github.io/

LIST OF ALL WORK EXPERIENCES & PROJECTS

http://andrewperalta.crevado.com/about

https://www.linkedin.com/in/whoisninja/

IBM, Quezon City — *Application Developer - Web Specialist*

JUNE 2016 - JULY 2017

Responsible for the front end development of various ABS-CBN websites and promotional sites.

- **UAAP Organizational Website** (Not live.) - Front End Developer (http://staging-dev.abs-cbn.com/uaaporg/)
- **Choose Philippines** - Front End Developer (http://www.choosephilippines.com/)
- **ABS-CBN - NBA sports website** - Front End Developer (https://sports.abs-cbn.com/nba)
- **Pinoy Boyband Superstar** - Front End Developer (http://pinoyboybandsuperstar.abs-cbn.com/)
- **ABS-CBN Wardrobe, Props &Sets Monitoring System** (Internal System.) - Project Lead, Front End Developer
- **Til I Met You** - Front End Developer (http://tillimetyouph.abs-cbn.com/)
- **ABS-CBN Sports - NBA blog ang bola** - Front End Developer (https://sports.abs-cbn.com/nba/b-log-ang-bola)
- **MYX Music Awards 2017** - Front End Developer (https://myx.abs-cbn.com/myxmusicawards/)
- **Kapamilya VIP Dashboard** (Internal System.) - Front End Developer

EDUCATION

University of Makati, Makati— *Master of Business Administration*

AUGUST 2020 - PRESENT

CIIT, Quezon City— *Game Development*

AUGUST 2017 - FEBRUARY 2018

iACADEMY, Makati— *BS Computer Science - Software Engineering*

JUNE 2007 - MAY 2011

Quezon City Science High School, Quezon City— *Special Sciences*

JUNE 2002 - APRIL 2006

Mr. Melvin Banares — *Anino Inc*, *Game Producer*
Mobile: **(+63) 9081515078**

Email: melvin.b@anino.co

Mr. Trish Monsod — *Anino Inc*, *Associate Game Producer*
Mobile: **(+63) 9176249943**

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Ms. Mark Anthony Lucido — *Anino Inc,* *Former Game Design Lead*
Mobile: **(+63) 9453857945**

Ms. Jamie Pua — *Anino Inc,* *Former Game Design Lead*
Mobile: **(+63) 9178081245**

Ms. Jennifer Tee — *IBM*, *ABSCBN Web Technologies Head*
Mobile: **(+63) 9171232583**

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