

Andrew Peralta

Game Designer

A generalist Game Designer with a technical background in software development, and mastery of User Experience. Currently working on multiple F2P social slot titles for Anino.



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linkedin.com/in/whoisninja in

WORK EXPERIENCE

Game Designer

Anino Inc.

04/2018 - Present

Achievements/Tasks

- Improved the game's daily revenue by 15-20% through a single monetization feature.
- Improved the documentation process of Anino by adding a step to the process, leading to easier implementation and tracking.
- Designed a feature with a live-operations event tool which boosts revenue an average of 20-35% during events.
- Leads the game's direction, improvement, and optimization through data analytics, customer feedback, and R&D.
- Identifies recent trends and emergent gameplay, and regular analysis of the top-performing apps and games.
- Designs different game features, making sure that it follows the game's direction and designing the flow to give the best possible customer and user experience.
- Carefully balances different aspects of the game including player progression, tournaments, freebies and bonuses, in-game items, currency, et al. - making sure there is an economic equilibrium in the game.
- Designs tools that the live-operations can readily use for in-game events and sales, leading to a balanced economy, higher user re-engagement, long-term retention, and revenue.
- Works closely with each department in the production team and helps producers with task management. Mainly - estimation, allocation, and prioritization of work, preparation of cards, facilitating meetings and overseeing the completion of tasks.

Contact: Trish Monsod - Producer - (+63) 9176249943

EDUCATION

B.S. in Computer Science with specialization in Software Engineering

Information and Communications Technology Academy Inc. (iACADEMY)

06/2007 - 05/2011

Game Development

CIIT College of Arts and Technology

08/2017 - 02/2018

Master of Business Administration - MBA

The University of Makati

09/2020 - Present

SKILLS

Feature Design

User Experience

UX/UI Design

Player Progression

Data Analytics & Design

Monetization

F2P

Social Games

GDD

Gameplay

A/B testing

R&D

OTHER WORK EXPERIENCE

For a full list of other work experience:

<https://andrewperalta.crevado.com/about>

Personal Portfolio

<https://andrewperalta.github.io/>

PROJECTS

Exotic Slots (01/2020 - Present)

- 4.4★ rating

Double Win Vegas Slots (08/2018 - 01/2020)

- 1 Million+ Downloads on Google Play
- 4.3★ rating from 21,000+ reviews

Anino Casino (04/2018 - 08/2018)

LANGUAGES

English

Full Professional Proficiency

Filipino

Native or Bilingual Proficiency

INTERESTS

Business

Family

Education

Game Design

Game Jams

Video Games

AR/VR

Dota2

Emergent Gameplay in Video Games

Football