Andrew Peralta
MBA, Game Designer

A generalist Game Designer with a technical background in software development and mastery in User Experience. Currently working on multiple F2P mobile game titles for Anino. Passionate about strategy and blockchain.

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andrewperalta.github.io/

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GAME DEVELOPMENT EXPERIENCE

Game Designer
Anino Inc.

04/2018 - Present

Achievements/Tasks

- Improved the game's daily revenue by 15-20% through a single monetization system.
- Improved the documentation process of Anino by adding a step to the process, leading to easier implementation and tracking.
- Designed a system 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 systems, 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, etc. - 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 : Melvin Bañares - Producer   - (+63) 9081515078

EDUCATION

Master of Business Administration - MBA
The University of Makati

01/2020 - 01/2022

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

Secondary Education - Special Sciences
Quezon City Science High School

06/2002 - 04/2006

SKILLS

System Design User Experience
Content Design Player Progression
Data Analytics & Design Monetization
F2P R&D GDD Social Games
Experience Design Gameplay
A/B testing Business Strategy
Entrepreneurship

OTHER WORK EXPERIENCE

For a full list of other work experience:
https://andrewperalta.crevado.com/about

Personal Portfolio
https://andrewperalta.github.io/

PROFESSIONAL WORKS

Battle Spins (02/2021 - Present)
- 4.7☆ rating

Exotic Slots (01/2020 - 02/2021)
- 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
Native or Bilingual Proficiency

Filipino
Native or Bilingual Proficiency

INTERESTS

Blockchain NFT Business
Family Education Game Design
Video Games Dota2
Mobile Games F2P