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# ANDREW PERALTA, MBA

## GAME DESIGN EXPERIENCE

### Gameloft: Hanoi, Vietnam — *Senior Game Designer*

GAMELOFT specializes in digital game publishing and development, offering a diverse portfolio that includes iconic franchises and partnerships with major brands in the gaming industry.

JUNE 2022 – PRESENT

- Leads the design direction of the cross-platform video game Sniper Fury by innovating established game mechanics
  - Transformed an underperforming game mode into a popular feature by adding new mechanics like betting systems, progression systems, and competitive elements, leading to a 10% increase in daily revenue during event periods.
  - Solved a long-standing game balance issue by introducing a new system that made certain enemies immune to older weapons, encouraging players to explore new options and driving in-game purchases.
  - Uses player feedback, surveys, a/b testing, and analytics to ensure the game experience meets player expectations and business goals, improving key metrics like engagement, retention and sales.
  - Monitors and maintains in-game economies. Balancing new content, rewards, progression, and other systems to boost player satisfaction and enabling the game economy to drive sales.
  - Creates and maintains highly detailed game design documents.
  - Designs new systems and features that enhance the game's replayability and player retention ensuring the game remains fresh and engaging for long-time players.
  - Conducts regular analysis of the user's interests, market, and competitors to identify new opportunities for improvement.
  - Works closely with art, engineering, and production teams to deliver high-quality updates that excite players.
- Spearheaded the creation and ideation of Gameloft for Brands' games from 2022 to 2023
  - Collaborated closely with Gameloft for Brands Top Management, clients, and different creation and marketing teams to ensure alignment with brand goals and deliver the best product to clients.
  - Delivered pitch presentations and high-level, high-fidelity design documents in a highly pressured time frame to secure client engagement and project approvals.
- Created a detailed design document template that became one of the standard boilerplate for some projects across the studio.
- Mentors and guides junior designers, fostering a collaborative and creative team environment

**Anino: Makati, Philippines** — *Game Designer*

ANINO, a pioneering Philippines-based studio founded in 2001, is celebrated for creating Anito: Defend a Land Enraged, one of the first internationally acclaimed RPGs from Southeast Asia. Specializing in innovative and culturally rich game design, Anino has paved the way for the Philippines' gaming industry, showcasing local talent and creativity on a global scale.

APRIL 2018 — JUNE 2022

- Improved the game's daily revenue by 15-20% through a single monetization feature and a liveOps tool that further increased the revenue to an average of 20-35% during events.
- Improved Anino's documentation process by adding a step to the process, leading to easier implementation and tracking of documents.
- Led the game's direction, improvement, and optimization through data analytics, customer feedback, and R&D.
- Identified recent trends and emergent gameplays of the top-performing apps and games regularly.
- Designed different game systems, following the game's design direction to give the best possible user experience.
- Carefully balanced different aspects of the game including player progression, tournaments, freebies and bonuses, in-game items, currency, etc. — making sure there was an economic equilibrium in the game.
- Worked closely with each department across the production team and helped producers with task management. Mainly — estimation, allocation, and prioritization of work, preparation of cards, facilitating meetings, and overseeing the completion of tasks.

**Serriva Labs: Makati, Philippines** — *Lead Game Designer*

MAY 2022 — JANUARY 2025

- Closely worked with shareholders to formulate strategies and lead the design direction of the game.
- Designed various game systems including progressions systems, melding systems, combat systems, exploration systems, etc.
- Worked closely with different teams in the company making sure the product was aligned and faithful to the pillars of the design.

## OTHER EXPERIENCES & VARIOUS ROLES

JUNE 2010 — JULY 2017

**IBM** — *Web Application Developer*
**Webpsyched Co.**— *Web Development Consultant*
**SOFGEN** — *Junior Technical Consultant*
**One Kenway Solutions Inc.** — *Junior Software Engineer*
**Starfish Web Design Philippines** — *Junior Web Developer*
**GS3(Global Strategic Solutions and Services)** — *Web Developer*
**Softweb Consulting Inc.**— *Web Developer*

## EDUCATION

**THE UNIVERSITY OF MAKATI** — *Master of Business Administration*

JANUARY 2020 – MARCH 2022 | Makati, Philippines

**CAPSTONE PAPER:**

> *HIRAYA GAMES — AN INDEPENDENT GAME DEVELOPMENT STUDIO SPECIALIZING IN THE PRODUCTION OF MOBILE GAMES INCORPORATING NON-FUNGIBLE TOKENS*

**CIIT COLLEGE OF ARTS AND TECHNOLOGY** — *Game Development Specialist*

2017 – 2018 | Quezon City, Philippines

**iACADEMY (INFORMATION & COMMUNICATIONS TECHNOLOGY ACADEMY)** — *Bachelor of Science in Computer Science (Software Engineering)*

2007 – 2011 | Makati, Philippines

**QUEZON CITY SCIENCE HIGH SCHOOL** — *High School Diploma*

2002 – 2006 | Quezon City, Philippines

## SKILLS & INTERESTS

- **SKILLS**: Game Design; Game Development; User Experience; Pitch; GDD; Gameplay Design; Systems Design; Economy Design; Level Design; Combat Design; Narrative Design; Gamification; Strategy & Strategic Planning; Mind Mapping; Spreadsheet Manipulation.
- **INTERESTS:** Video Games; Surfing; Football; Food; Exploring; Finance; Incubus; Bacon; Tattoos; Architecture.