

ANDREW PERALTA, MBA

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PROFESSIONAL SUMMARY

Senior Game Designer with a technical background in software development and strong expertise in user experience. Experienced in leading design direction, systems, and live operations for multi-platform titles. Currently at Gameloft Hanoi, driving design for both IP-based games and branded projects. Passionate about game design, strategy, business growth, and emerging technologies like blockchain. Guided by the values of excellence, integrity, grit, tenacity, and empathy.

GAME DESIGN EXPERIENCE

Gameloft – Hanoi, Vietnam

Senior Game Designer | June 2022 – Present

Gameloft is a global game publisher and developer known for its long-standing franchises and partnerships with major brands.

- Leads the game design direction of Sniper Fury, including feature and economy design for ongoing live operations.
- Improved event performance by introducing new mechanics such as betting, progression, and competitive systems, resulting in a 10% increase in daily revenue during event periods.
- Resolved a long-standing balance issue by designing a new system that encouraged the use of newer weapons, improving engagement and driving purchases.
- Balances in-game economies by monitoring rewards, progression, and content pacing to sustain player satisfaction and sales performance.
- Uses player feedback, analytics, and testing to refine features and align gameplay with player expectations and business goals.
- Collaborates closely with art, engineering, and production teams to deliver high-quality live updates.
- Mentors junior designers and supports cross-team collaboration to maintain design consistency and clarity.
- Supported Gameloft for Brands projects through concept ideation, documentation, and client-facing presentations that aligned gameplay with brand goals.

Anino – Makati, Philippines

Game Designer | April 2018 – June 2022

Anino is a pioneer in the Philippine game industry, known for its early RPG success and creative development projects.

- Led the direction and optimization of multiple titles through data analysis, user feedback, and iteration.
- Helped refine the studio's documentation and workflow, improving implementation speed and design clarity.
- Designed core systems, player progression, and in-game economies for casual and midcore mobile titles.
- Balanced currencies, progression rates, and event rewards to maintain long-term engagement and player fairness.
- Partnered with producers and cross-disciplinary teams for planning, prioritization, and milestone delivery.

OTHER EXPERIENCE

Various Technical and Web Development Roles | June 2010 – July 2017

IBM • Webpsychd Co. • Sofgen • One Kenway Solutions • Starfish Web Design • GS3 • Softweb Consulting

EDUCATION

University of Makati – MBA, 2022

Capstone: Hiraya Games, an independent mobile studio concept integrating NFTs

CIIT College of Arts and Technology – Game Development Specialist, 2018

iAcademy – BS Computer Science (Software Engineering), 2011

Quezon City Science High School – High School Diploma, 2006

SKILLS

Game Design | Systems & Economy Design | Feature Design | Live Ops | Progression Design | Game Balancing | User Experience | Design Documentation | Player Analysis | Cross-Team Collaboration

INTERESTS

Video Games | Surfing | Football | Food | Finance | Architecture | Tattoos | Bacon | Incubus