

# Martín Rodríguez

## Game Designer

Vancouver, BC  
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Game Designer focused on multiplayer experiences, with a background in AA and UEFN development and production. Skilled at translating creative vision into gameplay via cross-disciplinary collaboration, clear documentation, and iteration. Passionate about building worlds, tools, and experiences to empower players and bridge cultures.

**TOOLS**      UEFN, Unreal Engine, Unity, Godot, Confluence, Miro, Figma, Excel / Spreadsheet, Python, Notion

**SKILLS**      Systems Design, Level Design, Multiplayer Design, Team Leadership, Data driven design, Live-Service, Roadmapping

### CAREER HIGHLIGHTS

#### Game Designer at Teravision Games

SEPTEMBER 2024 - PRESENT

- Defined the creative vision and pillars for *The Walking Dead Universe: Courtyard King*, matching the IP's tone and character with player fantasy across teams.
- Designed and implemented progression systems, metagame loops, and enemy behaviors
- Designed multiphase boss encounters.
- Prototyped and iterated gameplay mechanics and system with the UEFN toolset, translating playtest feedback into clarity, pacing, and engagement improvements.
- Delivered structured documentation in Confluence with defined intent, use cases, and test cases.
- Balanced and managed live-service economies through feedback and data analysis and retention tracking.
- Built and greyboxed core level layouts and wayfinding flows to support gameplay, tone, and pacing.

#### Senior Associate Producer at Teravision Games

AUGUST 2021 - SEPTEMBER 2023

- Led production on *Killer Klowns from Outer Space: The Game* (PC & Consoles), an asymmetric multiplayer horror game, from Alpha to Gold.
- Scaled the team from 25 to 70 developers, introducing Agile processes and communication strategies to improve team collaboration.
- Transitioned the studio to Jira-based tracking with automated reporting and comprehensive dashboards, reducing overhead by one day per sprint and increasing accountability.
- Established an internal bug tracking and report system, improving visibility, QA efficiency, and prioritization.
- Managed publisher and stakeholder communications, milestone reviews, and roadmaps, ensuring alignment between creative direction and production goals.
- Supported the creation of a Product Management and Game Analytics team, integrating data-driven insights into feature design and content prioritization.

#### Card Game Developer for CCIS (contract)

DECEMBER 2023 - MARCH 2024

- Designed card mechanics and card layouts for an educational, environment-themed education game.
- Conducted market research on environmentally focused tabletop games..
- Organized and facilitated playtest sessions, gathering data on mechanics' clarity, scientific content, layout, and user experience.
- Analyzed post-playtest surveys to assess player information retention.

#### Instructional Assistant at Centre of Digital Media

SEPTEMBER 2024 - DECEMBER 2024

- Supported teaching of DMED503: Game Design and Gamification, assisting students in applying game principles to communication and design challenges.
- Guided teams through ideation, prototyping, and feedback gathering and analysis.

### EDUCATION

**Masters of Digital Media**  
University of British Columbia, Vancouver, BC  
SEPTEMBER 2023 - DECEMBER 2024

Master’s degree in technical management and agile leadership.

LANGUAGES

English (native), Spanish (native), French (fluent).

OTHER PROFESSIONAL EXPERIENCE

**Public Relations Communication Analyst**  
*Alpina Productos Alimenticios SA BIC*, Bogotá, Colombia  
APRIL 2021 - AUGUST 2021

- Managed relationship with government stakeholders
- Developed and implemented traditional media communication strategies
- Developed internal communication strategies for brand image renewal

**Digital Communications Analyst**  
*Jimeno Acevedor y Asociados*, Bogotá, Colombia  
JULY 2019 - APRIL 2021

- Developed digital communication strategies
- Developed tailored sectoral reports for clients in mining, telecoms, food and beverage, and public services

**High School Teacher**  
*Corporación Colegio los Nogales*, Bogotá, Colombia  
JULY 2018 - JULY 2019

High School teacher of Latin American Literature, Colombian Literature, Journalism, and Oral Expression.