

Sandra Lara Castillo

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Online Portfolio: www.sndr.lc

Work Experience

Game Designer and Developer (Playable Ads) at Vungle, *London*, 11/2016 - present

- Design and development of mobile interactive experiences (JS, HTML5, CSS3, Canvas, Phaser.js)
- Playable team leadership. Art direction, tech and creative mentorship.
- Ideation of innovative interactive elements to create new ad unit types. One of them was presented at the 2017 Game Developers Conference (GDC) in San Francisco.
- Lead designer and developer of a new playable technology that uses mixed media, a set of core mechanics and mini-games that has significantly increased revenue and reduced production time per playable unit to 1/5th.
- Responsible for user journey tracking tests on playables to improve future experiences.

Mathematical Game Designer at Ash Gaming (Playtech), *London*, 4/2015 - 11/2016

- Design and implementation of game mechanics for retail and mobile devices.
- Iterative gameplay balancing using spreadsheet models (Excel) and playtesting.
- Use of models and simulations (Java, C#) to analyse gameplay experience of titles under development and compare with the performance of previously released games.

Mathematical Game Designer at Akamon, *Barcelona*, 10/2014 - 4/2015

Education

BSc Mathematics (Hons), 1st class, The Open University, 2015

Degree in Multimedia Engineering, Ramon Llull University, Barcelona, 2014

Rank #1 in promotion

Also completed first **3 years of Computer Engineering** as part of a double degree.

BSc Physical Science (Hons), The Open University, 2010

Skills

Experience in web mobile and Unity game design & development, modelling and balancing, level design, rapid prototyping, statistics and data analytics applied to games.

- Game Development: **Unity 3D (+ Anima2D, Cinemachine), Phaser.JS/Pixi.JS, LibGDX (prior experience)**
- Programming technologies: **C#, Javascript, Java, HTML5/CSS3, Node.js**
- **Adobe Suite (Illustrator, Photoshop), 3DS Max, Blender**

Projects

Math's Cake Shop, 2019 (*not a typo, main character is called Math. Currently in closed beta*)

Educational game focused on generating an environment in which children can learn early maths by accident. I have designed, developed and tuned core game systems, designed all levels in Beta release, created UI assets and drove world building. Project still in progress.

Agent Pâtissier, April 2018

Ludum Dare's #41's theme: blending two at-first-impossible-to-merge genres. I did a 2D stealth cooking sim from scratch in 48 hours, using Unity and Aseprite. I ranked #135 out of +1000 entries in the Compo category (individual, everything done from scratch).