Sandra Lara Castillo

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Work Experience

Game Designer and Developer (Playable Ads) at Vungle, *London*, (3 years)
- Design and development of mobile playable ads (JS, HTML5, CSS3, Canvas, Phaser.js) for a variety of genres, including Math-3, Idle Clickers, Bubble Shooters, etc.
- Ideation of innovative and impactful playable features to create new ad unit types.
- Playable team leadership. Definition of design philosophy, vision and goals. Art direction, tech and creative mentorship.
- Client-facing: presentation of concepts and creations to clients, driving creative workshops to encourage collaboration.
- Responsible for user journey tracking tests on playables to improve future experiences.
- Lead designer and developer of new playable feature that uses interactive video, a set of core mechanics and minigames that has significantly increased revenue.

Mathematical Game Designer at Ash Gaming (Playtech), *London*, (+1.5 years)
- 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*, (7 months)

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

Numbers Cake Shop, 2019 (*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.

Agent Patissier, 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).