Juan Leopoldo Sanguin Victorica

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PROFESSIONAL SUMMARY

Senior Game Designer & Project Lead with 7+ years of experience in the mobile and social gaming industry. Expert in systems design, economy balancing, and Live Ops. Proven ability to lead multidisciplinary teams for high-profile clients like Disney, Hutch, and Kongregate.

WORK EXPERIENCE

Senior Game Designer & Project Lead   2023 – 2025
Trick Studio
- Led the design and production for international titles including **Maleficent Free Fall (Disney)** and **Matchcreek Motors (Hutch).**
- Achieved a **3x Revenue growth** in 6 months for Disney's Maleficent Free Fall through economy rebalancing and level difficulty optimization.
- Managed a team of 5 Level Designers, ensuring quality and consistency in content pipelines.
- Handled project ramp-down and community maintenance for **Spellstone (Kongregate)**.

Game Designer   2021 – 2023
Dedalord Games
- Designed core mechanics and progression systems for multiple mobile titles.
- Iterated on gameplay loops based on player data and KPI analysis to improve long-term retention.

Game Designer   2017 – 2021
Tartas Games
- Designed levels and core combat mechanics for **Peleadoras**.
- Created comprehensive Game Design Documents (GDD) and balanced game difficulty curves.

KEY GAME DESIGN PROJECTS

Maleficent Free Fall (Disney / Trick Studio):
System & Economy Redesign. Focused on monetizing late-game content and re-balancing difficulty spikes to prevent churn.

WebPets (Independent):
Combat System Design. Developed a real-time multiplayer combat logic, focusing on balancing character stats and elemental rock-paper-scissors mechanics.

Matchcreek Motors (Hutch / Trick Studio):
Level Design Leadership. Oversaw the creation of racing tracks and progression gates for a mid-core audience.

TECHNICAL SKILLS

Core: Systems Design, Economy Balancing, Live Ops, Level Design, GDD Writing, KPI Analysis.
Tools: Unity 3D, Jira, Confluence, Advanced Excel/Google Sheets (Balancing), Git, SVN.