

PRATIK JADHAV

Sr. Game Designer | Game Systems Designer | Level Design | Data-Driven Analytics

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SUMMARY

Experienced Senior Game Designer with over 7 years in mobile and free-to-play game development, specializing in live operations and level design. Proficient in integrating AI-driven, data analytics and Unity to transform gameplay, evidenced by a 30% retention uplift and 50% drop in content delivery time. Successfully launched 4 titles from prototype to release and managed live-ops that increased revenue by 25%. Dedicated to applying data-driven strategies and design innovation to exceed user engagement goals.

EXPERIENCE

Senior Game Designer

Garden city games

📅 03/2023 - Present 📍 Bangalore, IN

A game development company specializing in free-to-play games.

- Working on Kitchen Scramble - a cooking-themed, location and level-based, time-management game.
- Managing and innovating the release of weekly and monthly live-ops, including special locations, cook-offs, and cooking leaderboards.
- Balancing the economy with additional rewards in liveops.
- Developed and executed monthly special locations, including recipes, art, and level design. Optimized using performance data, increasing liveops revenue by 25% in 12+ locations.
- Utilizing in-house data analysis to track player engagement and retention metrics.
- Recorded and released content updates, including new locations, levels, and recipes.
- Spearheaded major feature releases like Social Feature (Clubs) to enhance community engagement and introduction of a Duel feature (player vs NPC) as a single player alternative.

Game Feature Designer

Games2win

📅 03/2021 - 08/2022 📍 Mumbai, IN

A mobile gaming company that focuses on creating engaging casual games.

- Contributed to the development of three successful games: International fashion stylist, Super wedding fashion stylist, and Indian fashion stylist.
- Designed and implemented over 200 levels across multiple games.
- Introduced a key feature: Catalogs - bundling items to enhance in-app purchases.
- Orchestrated bi-weekly live-ops special events across all three games.
- Responsible for releasing 10+ version updates across all three games.
- Conducted daily reviews of user feedback to inform game improvements.
- Proficient in analyzing funnel reports to gain insights into user behavior.

Game Designer

AppOn Innovate

📅 09/2018 - 02/2021 📍 Pune, IN

A game development company focused on mobile games.

- Worked on four published titles from prototyping to release phase.
- Created over 1000+ levels across two cooking games, enhancing player engagement and monetization strategies.
- Revisited level design by analyzing data analytics to optimize game mechanics and improve player retention.

KEY ACHIEVEMENTS



Automated Content Release

Designed system reducing content release time by 50%.



Enhanced User Retention

Increased user retention by 30% using data-driven designs.



Boosted In-App Purchases

Contributed to 25% revenue increase with live-Ops.



Successful Level Designs

Developed 1000+ levels growing player base by 20%.

STRENGTHS



Data Analysis

Proficient in analyzing data to achieve targeted KPIs and implementing data-driven design decisions to optimize gameplay experiences and user engagement.



Level Design & Live-Ops

Expertise in level design and live-ops management, successfully enhancing user experiences across multiple titles.



Adaptive

Proficient in leveraging ChatGPT, Gemini and AI tools for design, referencing, automating Excel formulas, and creating flowcharts and enhancing workflows and productivity.

SKILLS

Unity

AI tools

Data analytics

EXCEL

Gameplay Mechanics

Level designing

UX

Flow charts

EDUCATION

Post-graduate diploma

Auckland University of Technology

📅 01/2017 - 12/2017 📍 Auckland, NZ

Bachelor of Engineering

Pune University

📅 01/2010 - 06/2014 📍 Pune, IN