

ANUP YADAV

SENIOR
GAME DESIGNER

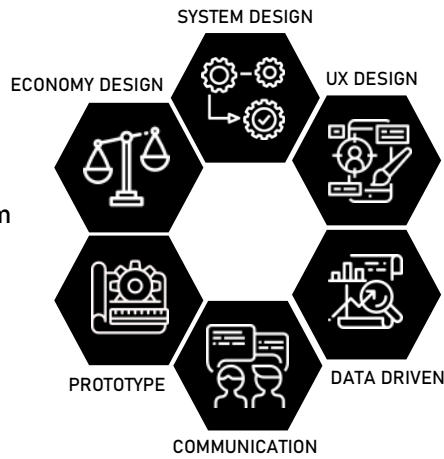
✉ anupyadavk@gmail.com

🔗 domainsofplay.com

📧 mr.anupyadav

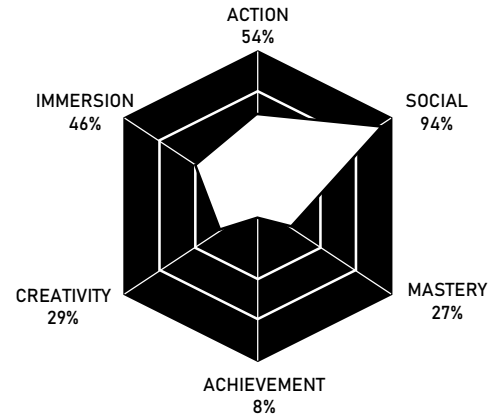
🌐 anupyadav

SPECIALITIES



MOTIVATION PROFILE

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EDUCATION



VISVESVARAYA TECHNOLOGICAL
UNIVERSITY

Bachelor of Technology, Information Science
2006 - 2010

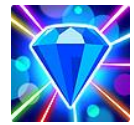


DUKE UNIVERSITY - Online Courses
Behavioral Economics &
User Experience Design

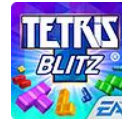
GAMES DESIGNED



DreamWorks
Trolls Pop



Bejeweled Blitz



Tetris Blitz



Prince of Persia
The Shadow & The Flames

EXPERIENCE

I started designing games in 2010. Below are a few companies I had the immense opportunity to express my creativity with fellow game developers. Currently, I reside and work in Berlin.

TREASUREHUNT STUDIOS

2018 - Present

Senior Game Designer

Highly ambitious DreamWorks Trolls project in collaboration with Universal Studios Interactive. Focusing on systems, economy & level design. Currently soft launched in major countries.

ELECTRONIC ARTS

2015 - 2018

Game Designer I

Initiated and enhanced studio projects by deeply understanding the project goal and establishing the game vision. Directed and performed all aspect of game design including documentation, prototyping, UI/UX and balance. Coordinated cross functionally with producers and product managers to address KPIs of live game.

MYS STUDIOS

2014 - 2015

Game Designer

Defined, drove and communicated the creative vision and worked closely with a small bunch of independent developers. Studios first game to hit the market which garnered significant traction & reviewer accolades which maintained 4.5 star plus rating and have been featured in App store under various categories.

UBISOFT

2010 - 2014

Junior Game & Economy Designer

Released multiple high-quality premium and free to play games which received many game of the year awards in the local game developers conference. Received design training courses within Ubisoft and learnt the basic of game design methodology including Rational Game & Level design.

Research, design, develop, and validate economic models to explain user behavior. Collaborate with product analysts' team to improve the performance of existing pricing strategies and incentives for players.



Assassin's Creed
Rearmed Multiplayer



Rabbids Big Bang



Moto Heroz



Prince of Persia
Classic