

IGNACIO CASTANERA

Level 33 game designer looking for new challenges



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EXPERIENCE

Senior Game Designer

Social Games Online

10/2020 - Ongoing

- Day-to-day team work with engineers, artists and UX
- Shaping the vision of the game to improve KPI performance.
- Proposing updates for the core gameplay and Live-Ops.
- Elaborating detailed retention reports.

Game Designer

U-Play Online

03/2017 - 09/2020

- Leading the game design and conceptualization from concept to release.
- Designing and managing DB to balance game mechanics and economy.
- Transform high-level ideas into concrete and well thought out features.

Junior Game Designer

U-Play Online

09/2015 - 02/2017

- Creating documents for multiple gameplay systems and features.
- Writing storylines, dialogues and missions in game paly.

User Assistant

U-Play Online

02/2015 - 08/2015

- Identifying, managing and screening incidents for the dev team.

PROJECTS

Youtubers Life OMG! (Unity)

2018 - 2019

Enhanced edition with new features and a renewed UI getting a full gamepad support. PC, Consoles, iOS & Android.

- Leading the design and conceptualization for the fashion channel DLC.
- Designed new features and balanced overall progression.
- Analyzed player behavior based on KPIs to improve the game experience.

MyTubi (Unity)

2017 - 2018

Virtual pet and digital collectible card game based on duels between toon versions of influencers raised by players. iOS & Android.

- Leading the design and conceptualization for the game reaching a rating of 4.5
- Led UX design for the game, ensuring usability for every part of the game.
- Worked with Monetization / Analytics consultants to improve retention.

Youtubers Life (Unity)

2017 - 2018

3D tycoon game with a strong focus on story, time management and minigames. PC, iOS & Android.

- Worked on the design team of a successful game with over 1 million copies sold.
- Designed and managed the full cooking channel DLC
- Designed and balanced multiple minigames.

TOOLS

Photoshop

Illustrator

Figma

Office

Confluence

Jira

Unreal Engine

Unity

LANGUAGES

Spanish / Catalan

Native

English

Fluent

EDUCATION

Gamification & Storytelling Master IEBS

05/2015 - 12/2015

- Game Design, Psychology, UX Design and non- linear storytelling scripting.

Audiovisual Design Degree

ESDi

09/2010 - 09/2013

- Analysis, conceptualization and design management for multimedia productions.

Erasmus in Finland

Lahti Faculty of Design

09/2010 - 09/2013

- Web Design, Audiovisual postproduction techniques and 3D Modeling.

INTERESTS



Videogames



Psychology



Paddle Surf



Comics