



Nitul Das

Game Designer

With 9+ years in game design, I craft addictive experiences, power up engagement, and unlock revenue.

Contact

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Address

Bengaluru, Karnataka, India

Education

2012-2015

Bachelor in Game Design
Birmingham City University

Expertise

- Gameplay & System Design
- Liveops and Data Driven Design
- Game Economy & Monetisation
- Level Design
- User Experience Design
- Leadership & Mentoring
- Agile Development

Language

English

Reference

Poornima Seetharaman

Associate General Manager
<https://in.linkedin.com/in/poornimaseetharaman>

Kristel Anbu

Lead Game Designer
<https://www.linkedin.com/in/kristel-anbu>

Experience

• July 2021 - Present

Zynga India

Game Designer | Farmville Country Escape

- Feature Development & Impact:
 - Built impactful features, achieving a 15% ARPU increase (D30) and 10% boost in core actions with a PvE feature.
 - Delivered a 12% ARPU lift (D30) and 8% rise in core actions through a 60-day feature.
 - Designed a daily engagement feature, driving a 2% increase in DUU/WUU.
- Gameplay & Meta Enhancements:
 - Created engaging mini-games (PvE, dice, match-3, endless runner) to enhance meta, boost engagement, and drive retention.
 - Optimized gameplay balance and economy through experimentation.
- Strategic Roadmap & Growth:
 - Contributed to strategic roadmaps, achieving six consecutive quarters of growth and doubling key results.
- Leadership & Automation:
 - Mentored designers to drive KPIs, focusing on engagement-led revenue growth.
 - Automated cadence events, reducing designer's errors and effort significantly.

• July 2017 - June 2021

Games2win India

Game Designer | Driving Academy Franchise

- Game Design:
 - Led core gameplay design and development.
 - Created engaging, educational content, boosting retention.
 - Integrated user feedback to refine gameplay.
 - Designed core loops, levels, and challenges for engagement.
 - Developed live ops events to drive player activity.
- Driving Academy Franchise Success:
 - Driving Academy: Car Games peaked at Top 4 on iTunes USA Racing, staying in the Top 80.
 - Driving Academy 2: Car School ranked Top 20 on iTunes USA Racing.
- Studio Strategy & Leadership:
 - Set high-level design goals and strategic direction.
 - Conducted market research and presented prototypes.
 - Mentored junior designers, fostering innovation.
 - Led brainstorming and design discussions.

• Aug 2015 - June 2017

Mustplay Games India

Game Designer | Puzzle Games

- Game Design
 - Badlight – Designed a brain-teasing puzzle game with 100+ handcrafted levels, ensuring progressive challenges.
 - Strategy Moves – Developed a puzzle game with unique mechanics and 50 strategic levels.
 - Kaabil – The Official Game – Created a Lara Croft GO-inspired action-puzzle game with 50 levels and strategic movement mechanics.