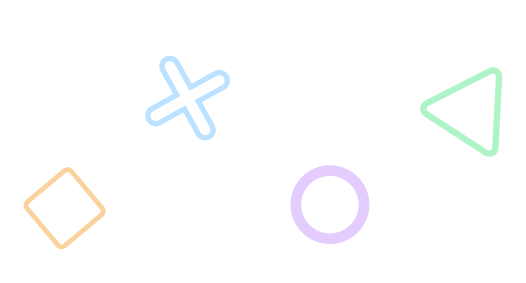


JAGJEET SHYAMKUNWAR

Game Designer



Game Designer with **4 years** of experience in **F2P** and **PvP** Mobile games designing **game economy, systems designs, and live ops**. My interest in visual art and design helps me with my creative approach to Game Design, while also using my technical background to make data-driven decisions to improve gameplay and player experience.

EDUCATION

2020 - 2022 (2.5 Years)	M. Des. Digital game design National Institute of Design, Bangalore
2013 - 2017 (4 Years)	B.Tech. Metallurgical Engineering India Institute of Technology (IIT), Varanasi
2012	Senior Secondary High School, XIIth Jawahar Navodaya Vidyalaya, Balaghat(MP)

SKILLS

	Unity Engine
	Excel
	Claude
	n8n

EXPERIENCE

2024 - 2026 (2 Years) Game Designer | Stellarplay Games

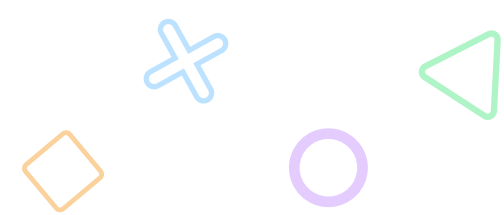
Traffic GO! and Traffic Go! World Tour

- Designed **Live ops** events like **Trophy league, Level Race, Win streak Events, Daily Challenges** to Improve player engagement and retention. Launched new **Book collection Event** to increase Engagement time by 8% and D30 ROAS by 3%.
- Introduced **new obstacles and mechanics**, including subways, train, buddy car, and ambulance, improving difficulty progression and increasing D14 retention from 9% to 10.5%.
- Level design** across three different modes - Core levels, World Tour event, and Daily Challenge Mode using the same core mechanics to create distinct experiences through differentiated layouts, pacing, difficulty curves, objectives, and themes.
- Designed and optimized the **FTUE** and **Early Level Difficulty Progression** to improve D1 retention by 3%, and reduce churn through smoother onboarding experiences.
- Designed and launched new World Tour LiveOps event, reducing average game time by 25-30%, increasing average OOM by 20%, and lifting ARPDau by 11%. Its success led to the standalone game, Traffic GO! World Tour.

Daily Jigsaw

- Creative and Game Design Lead** responsible for the direction, pre-production, and production of the title Daily Jigsaw.
- Designed a new Collection **Meta Layer** for the Jig Solitaire experience, increasing D28 retention from 3.5% to 5% and engagement time by 12%.
- Created **theme-based Daily Challenge** features that improved D7 retention from 14% to 16%.
- Built an **automated n8n AI pipeline** for Weekly Content Generation including Core Levels, Theme based Levels and Meta Collection Cards.
- Designed a **Level Meta-configuration** system for streamlined management of difficulty, progression, and DLC content rollout without app updates.

EXPERIENCE



2022 - 2024 (1.5 Years)	Associate Game Designer Audify Tech. Pvt. Ltd Football World (PvP, F2P) • Game design and System design for Football World Online, helping grow the title to 1 Cr+ downloads. • Developed Live Ops and Features like Season Pass, World Leaderboard, Daily challenge, Chest Unlock that helped Improve D7 by 2%. • Designed and balanced a sustainable in-game economy to support progression, engagement, and long-term retention for repeatable PvP. • Created swipe-based gameplay mechanics built on physics systems, improving gameplay feel and replayability. • Designed progression and upgrade systems to extend gameplay depth and product longevity.
2017 - 2018 (1 Year)	Senior Manager/ Manufacturing Engineer Tata Motors CVBU, Pune • Managed production processes, shop-floor problem solving, and safety operations in a high-volume manufacturing environment. • Process optimization initiatives to improve efficiency, quality, and operational reliability. • Coordinated cross-functional teams to resolve production bottlenecks and maintain smooth execution.
2015 - 2017 (2 Years)	Product Designer Saviour smart Helmet • Contributed to the design of an innovation-led smart helmet focused on reducing two-wheeler accidents and improving road safety. • Worked on a socially impactful product aimed at safer riding and prevention of drunk-driving-related risks.

ACHIEVEMENTS

- **Ericsson Innovation Awards 2016** winner team for Saviour smart Helmet, a competition held at IIT Delhi.
- **Honourable Mention** for 4 years of contribution and work in the field of Fine Arts at IIT (BHU) Varanasi.

LEADING RESPONSIBILITIES

- **Creative Head Kashiyatra’2016** (Socio-cultural festival of IIT Varanasi).
- **Creative Head Anveshan’2017** (Socio-Technical festival of Metallurgy Department, IIT (BHU) Varanasi).

CONTACT