Cesar Henrique Martins da Rosa
Game Designer

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Location: SC, Brazil

Experience

Game Designer
at Aurecas

November 2021 - Current Days

Responsible for balance, redesign, create systems and content for the F2P mobile game Evil Tower

- Made important redesigns to support long-term live operations, avoiding the Content Treadmill and allowing to fully monetize highly engaged players in the future.
- Stablished new processes of task management, documentation and bugs report using Notion.
- Rebalanced the game progression and difficulty, which significantly decreased churn rate.
- Designed IAPs and Offers that meet player's needs when they need them.
- Made several UI adjustments to the Shop to boost player monetization.
- Redesigned and adjusted "Tower Pieces" to be more intuitive, balanced, juicy, to give clear feedbacks, and to allow players to create multiple viable strategies.
- Designed retention features and adjusted its values first with calculations, spreadsheets and test, and after going live with player data.
- Constantly making improvements to the game based on the KPIs, achieving a better onboarding and retention rate.

Game Designer
at Caleta Gaming

January 2022 - May 2024

Tasks

- Conducted market researches to map improvements and tendencies.
- Elaborated and maintained GDDs, among other complementary documentations.
- Created and balanced the mathematic of the games.
- Designed the display and navigation of interfaces using Figma for the art team to use as a guide.
- Pitched ideas to the stakeholders.
- Implemented minor tweaks and animations in the company's engine.
- Supported all sectors of the company involved with the product: artists, developers, QAs, marketing, and commercial.

Highlights

- Participated in the creation of more than 30 games.
- Created one of the company's best-performing maths of 2023.
- Designed the game World Wild Cup, winner of the Game Innovation Spotlight Award in 2023 by Casino Beats.
- Developed the Math Tools, a software created with Electron to assist math-related tasks.

Education

Google UX Design Course
2024 - In Progress

UNIVALI - Game Design and Digital Entertainment
2018 - 2022

Imagine School - Motion Graphics
2016

Skills

- English B2-C1
- Brazilian Portuguese
- Game Design (GaaS)
- Probability and Statistic
- Documentation
- Scripting
- Prototyping
- Project Management
- UI Design
- Motion

Tools

- Unity Engine
- C# and Javascript
- Git and other versioning tools
- Figma
- Adobe Photoshop
- Google Docs, Sheets, Slides
- Notion