

ANUP YADAV

KRISHNOJI

LEAD GAME DESIGNER

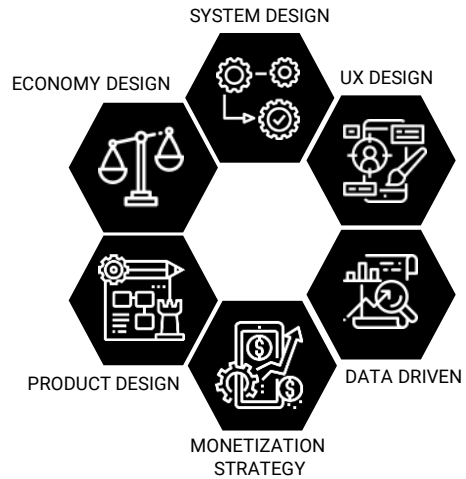
✉ anupyadavk@gmail.com

🔗 domainsofplay.com

📄 mr.anupyadav

🌐 anupyadav

SPECIALITIES



EDUCATION



VISVESVARAYA TECHNOLOGICAL UNIVERSITY

Bachelor of Technology, Information Science
2006 – 2010



DUKE UNIVERSITY – Online Courses
Behavioral Economics &
User Experience Design

I got the amazing opportunity to express my ideas with other game developers over my nearly 12-year career in the mobile gaming industry. Currently, I reside and work in Berlin.

The most recent game, "Trolls Pop," got the Google Play 2020 award for Best Casual Game in the Pickup & Play Category.

EXPERIENCE

NIANTIC, INC.

Present

Staff Systems Designer

Systems and feature designer focusing on building new features and working on improving existing systems for Live Ops cadence. Driven by data analysis and economy design, I work closely with the leadership team on the overall product and monetization strategy.



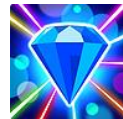
Pokémon GO

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



Bejeweled Blitz



Tetris Blitz

CRAZY LABS / HUUUGE GAMES

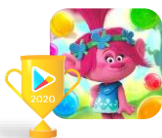
2018 – 2022

Lead Game Designer

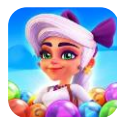
Design team lead focusing on building the next Puzzle RPG in the Miraculous IP brand portfolio. Highly ambitious DreamWorks Trolls project in collaboration with Universal Studios Interactive. Mainly focusing on systems, economy & level design. The Best Casual Game 2020 – Pick up and Play Category.



Miraculous
Puzzle RPG



DreamWorks
Trolls Pop



Luna's Quest

UBISOFT

2010 – 2014

Junior Game & Economy Designer



Prince of Persia
The Shadow & The Flames



Assassin's Creed
Rearmed Multiplayer



Moto Heroz



Rabbids Big Bang



Prince of Persia
Classic