

ANUP YADAV

KRISHNOJI

PRINCIPAL GAME DESIGNER

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📍 Berlin

SPECIALITIES

ECONOMY
DESIGN



MONETIZATION
STRATEGY



UX
DESIGN



SYSTEMS
DESIGN



FEATURE
DESIGN



DATA
INFORMED

EDUCATION



VISVESVARAYA TECHNOLOGICAL
UNIVERSITY

Bachelor of Technology, Information Science
2006 – 2010



DUKE UNIVERSITY – Online Courses
Behavioral Economics & User
Experience Design

Throughout my dynamic 14-year career in the game dev industry, I have had the privilege of contributing to the creation of exceptional gaming experiences and crafting engaging gameplay for a global audience. I am thrilled to leverage my expertise in design leadership, game design, and monetization strategy to enhance both new and existing projects' success.

EXPERIENCE

NIANTIC, INC.
Staff Systems Designer

Present

Spearheaded the economy team, collaborating extensively with LiveOps and PM directors to optimize the effort-to-reward ratio. Leveraging a data-driven approach and expertise in economy design, played an instrumental role in shaping the product and monetization strategy in close partnership with the leadership.



Pokémon GO

CRAZY LABS / HUUUGE GAMES

2019 – 2022

Lead Game Designer

Led the design team in crafting the next Puzzle RPG within the Miraculous IP brand portfolio and spearheaded the ambitious collaboration with Universal Studios Interactive for the DreamWorks Trolls project. Concentrated efforts on systems, economy, and level design, culminating in the game's recognition as the Best Casual Game 2020 in the Pick-up and Play Category.



Miraculous
Puzzle RPG



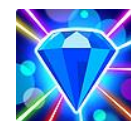
DreamWorks
Trolls Pop

ELECTRONIC ARTS

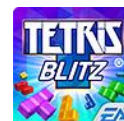
2015 – 2018

Game Designer I

Initiated and elevated studio projects by thoroughly understanding project objectives and defining a clear game vision. Directed and executed all aspects of game design, including new features, live operations, UI/UX, and economic balance. Collaborated cross-functionally with producers and product managers to align with key performance indicators (KPIs) for live games.



Bejeweled Blitz



Tetris Blitz

UBISOFT

2010 – 2014

Junior Game & Economy Designer

After earning my bachelor's, I joined Ubisoft as a Junior Game and Economy Designer, focusing on research, economic models, and player behavior trends. I've also mastered rational game design, creating intricate mechanics, robust progression, and innovative features. My user-centric approach ensures engaging and accessible experiences.



Prince of Persia
The Shadow &
The Flames



Assassin's
Creed
Rearmed



Prince of
Persia
Classic