

Ronaldo Lasmar Coimbra

GAME DESIGNER

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Brazilian, Aug 8th 1982

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ABOUT

Brazilian, in the industry since 2009, currently working as Senior Game Designer for Space Sheep Games, looking for opportunities to further develop my skills and tackle bigger challenges. My goal is to create cutting edge, industry reference games while working with skilled collaborative partners.

Traits:

- * A proactive, flexible, self motivated problem-solver that believes communication is core to game dev.
- * Generalist game designer - experience with Systems, Level, Balance, Economy, Analytics, Content
- * Someone who can handle projects from start to end seeking player experience, juiciness and elegant design
- * Experience with multiple platforms, genres, business models and leadership positions
- * A curious and friendly person (always a big smile) that loves games that are fun and engaging

The portfolio includes a variety of game genres. Many games have/had more than a million players and some won local prizes and/or some form of national or international recognition.

MAIN SKILLS



System Design

There's never a dull moment when defining constraints and flows for restless player minds. To create interesting, smooth, modular, expandable and responsive gameplay are the kind of problems a problem-solver lives for.



Balancing

Translating numbers into feelings and sensations is a journey in itself. It always seems impossible at first, but after some nurturing, you can have a lot of variety with small tweaks and number changes. May look like magic.



Level Design

Every detail has a reason and has to be thought-out. I love level design because it is the final translation of multiple systems and mechanics into something practical, structured, epic, playable. It can also turn rules upside down.



Communication

Design is always intertwining with other disciplines, so there's always a need for communication, clear documentation, follow ups, presentations, feedbacks. Being able to keep the vision cohesive at all times is one of the bigger challenges.



PROFESSIONAL TIMELINE

Specialist GD

2020-Current (half year)

Space Sheep Games, SP, Brazil

- Solo Game designer in an alpha team responsible for creating 1st game iterations for new games



Senior Game Designer

2014-2020 (7 years)

@Samsung Electronics, Manaus, Brazil

- Design 3C's, overall systems, loops, levels, tools, AI;
- Develop innovative games for different platforms (PC, console, VR, mobile) with different business models
- Teach and follow up Junior designers' work
- Create balance spreadsheets and analytics table
- Define game vision and make sure it is followed by team
- Define documentation patterns and write clear, relevant documentation
- Turn requirements into modular, innovative user friendly designs;
- Propose changes to in-development games based on playtests, analytics and market analysis



Freelance GD

2013-2014 (half year)

São Paulo, Brazil

- First draft of Pollyville's world
- First draft of all systems and interactions
- Raise requirements for development & to hit target public (4+ children)



Game Design Analyst

2012-2013 (1.5 year)

@Insolita/LevelUp!, São Paulo, Brazil

- Watch and improve live game Balance
- Create, structure and report Analytics related data
- Propose & track addition of items, features & systems
- Define feature priority for development
- Propose and study new forms of monetization
- Propose new features and mechanics based on data
- Create content intimately related to game balance, like consumables, crafting items, gatcha
- Definitions for item creation and item showcase



GD / QA Manager

2009-2012 (4 years)

@Glu Mobile, São Paulo, Brazil

- Created systems for Tutorial, Daily bonus, World Map, achievements, challenges, in-game Store
- Created screen flow and mockup of screens, including the Store (microtransactions)
- Conceptualization and specification of all SFX, music, texts and names
- Management and communication of 3rd party company responsible for the Comic development plus develop solutions to adapt and insert the Comic media into the game



2005-2008 (3.5 years)

Technologist degree in Digital Games

@Unisinos, Rio Grande do Sul, Brazil



2000-2004 (4 years)

Bachelor in Advertising & Mkt.

@UniCEUB, Brasilia, Brazil

