NIRAJ SANGANI

PRINCIPAL GAME DESIGNER

SYSTEMS · LIVEOPS · MOBILE · 0→1 PRODUCT CREATION
AI-ASSISTED DESIGN · UNREAL ENGINE · BLUEPRINTS

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PRINCIPAL DESIGN PROFILE

Principal Game Designer with 14+ years of experience making games across mobile, PC, AR/VR, and location-based experiences. I like taking messy design problems and forcing them into the open: make the idea playable, see where it breaks, then decide what is actually worth keeping. My toolkit spans game systems, LiveOps, Unreal/Blueprint prototypes, and AI-assisted exploration.

CORE CAPABILITY

GAME SYSTEMS

Gameplay · Meta · Progression · Economy · Combat · Matchmaking · LiveOps

0→1 DESIGN

Vision · Prototyping · Greenlight · System Foundations · Player Journeys · Design Direction

TECHNICAL DESIGN

Unreal Engine · Blueprints · Playable Prototypes · Data-Driven Tuning · Analytics Mapping · Handoff

AI-ASSISTED DESIGN

Design Exploration · Spec Drafting · Research Pipelines · Review Councils · Prototype Acceleration · Verification

SELECTED EXPERIENCE

Principal Game Designer

LightFury Games · 2024–Present

- Own the design direction for eCricket from early foundations through closed-beta playtesting, keeping the game coherent while a lot of moving parts try to become their own game.
- Designed the cricket itself: batting, bowling, fielding, timing, shot selection, difficulty, and the AI decisions that make the opposition feel less like a vending machine.
- Built the player-facing structure around it, including Ultimate Team, cards, traits, synergy, fatigue, form, squads, and the reasons to come back tomorrow.
- Shaped asynchronous and social systems including Away Games, PvP defence squads, player-created missions, and seasonal ladders.
- Use diagrams, prototypes, and direct questions to get design, engineering, UX, art, and production looking at the same game before implementation gets expensive.
- Built and mentored a design team of 7+, with a focus on sharper critique, clearer specs, better playtests, and fewer design decisions made by accident.

eCricket · 0→1 design direction — **Playtesting / closed beta**

Scope: personally shaped core gameplay, meta and progression, AI/data/tuning systems, and design direction from early foundations through closed-beta playtesting.

DESIGN PRINCIPLES

MAKE IT PLAYABLE

A prototype is usually a better argument than another page of confident prose.

PROTECT THE PLAYER

Challenge the idea, not the person. Keep the game honest about what it is asking players to do.

WORK EXPERIENCE

2012 — PRESENT

Lead Game Designer

Dream Cricket · 2023–2024

- Owned the meta and economy layer across Battle Pass, Store, Gacha/Bundle, Quest & Mission, and Live Event systems—where the spreadsheet has to survive contact with the player.
- Worked with backend engineering on data-driven systems that could be tuned without treating every balance change like a small emergency.
- Ran closed-beta LiveOps and used player behaviour, feedback, and playtest data to steer balance, onboarding, and FTUE improvements.
- Contributed to Day 1 retention growth from 40% to 48% through those onboarding and FTUE changes.
- Mentored and reviewed 4+ designers through regular critique, feedback, and shared design standards.

Lead Game Designer

Gear Inc. · 2021–2023

- Designed progression and meta-game systems that gave players understandable goals, meaningful rewards, and a reason to care about the next session.
- Balanced RPG upgrades, abilities, dynamic difficulty, pacing, and monetisation without letting the numbers completely eat the game.
- Partnered with engineering on backend-driven live systems so content and balance could change without rebuilding the whole machine.
- Led and mentored a team of 8+ game and level designers through reviews, feedback, and shared quality standards.

Selected titles: Angry Birds Match · MyVegas Bingo · Football Puzzle Champions

EARLIER EXPERIENCE

WorldTech Games — Led gameplay and systems design while helping establish hiring practices, development pipelines, and greenlight processes for new game concepts.

JetSynthesys Pvt. Ltd. — Designed and implemented frontend and backend monetization systems while mentoring designers and collaborating with department leads.

Prana Studios — Built gameplay prototypes and technical pipelines across platforms, including real-time rendering and Unreal Engine pre-visualization.

Empower Labs Pvt. Ltd. — Designed and iterated gameplay features using playtests and community feedback, supporting live improvement cycles.

Apar Games — Led greenlight and pitching for Scribbled Arena, securing approval for Steam publishing.

Xero Interactive — Co-founded and developed early-stage game projects, pitching to investors and delivering freelance arch-viz and game-design work.

Gamiana Digital Pvt. Ltd. — Conceptualized and designed a mobile MMORPG project in collaboration with Square Enix.

Supinfogame — Led a small team to develop a complete game demo using industry-standard production practices.

Zynga — Contributed to live-service feature development and multiplayer prototype work during internship.

AI-ASSISTED DESIGN & PRODUCTION

- Built a repeatable workflow for taking a fuzzy design problem from “we should probably…” to a structured spec, playable prototype, independent critique, and a handoff someone can actually use.
- Built local-first tools for design research, player-card data, GDD prototyping, transcription, commentary processing, and production coordination.
- Use AI to widen the search and stress-test ideas early; the final call still belongs to the designer, especially when the machine sounds extremely confident and completely wrong.

HOW I WORK

I am direct about the work and protective of the player experience. I challenge ideas, including my own, when they weaken the game. I am not especially interested in design theatre or performative consensus; I would rather make the thing playable, find the problem, and fix the right one.