



# Rakesh Menon

## CONTACT

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## EDUCATION

**Master's:** Digital Game Design, 06/2018  
**NATIONAL INSTITUTE OF DESIGN** – Bangalore

**Bachelor of Science:** Computer Engineering, 04/2012

**St. Vincent Pallotti College of Engineering & Tech** – Nagpur

## PROFESSIONAL SKILLS

- Human Centric Design
- Design thinking
- Game design
- Level and mechanic design for games
- Agile and Scrum methodologies
- User research
- Product development
- Programming
- Backlog management
- Sprint planning

## TECHNICAL SKILLS

**Programming:**  
C, C++, SQL, HTML5, CSS3, Java

**Prototyping:**  
Unity, Cocos2d, Unreal, Figma

## PROFESSIONAL SUMMARY

I'm a seasoned game producer with over eight years of experience and a proven track record of delivering more than ten successful games in various genres, such as RTS, casino, RPG, CCG, racing, e-learning, and Web3. When I'm not producing games, you can find me playing them, watching behind-the-scenes content on YouTube, or going for a run. I'm skilled at managing teams, communicating effectively, and delivering projects on time and within budget. Let's team up and create some killer games together!

## WORK HISTORY

**Freelance Producer | Product Manager** 09/2022 – Current  
- Amsterdam, NH

As a freelancer, I assist my clients with various aspects of their projects.

### For Argo 360

- Interpreted product plans and specifications to fulfill customer needs.
- Helping the client set up a new ERP model.

### Upcoming IP on Steam:

- Game mechanic design, level design, economy design
- Helping team with agile methodology
- Defining KPI and product roadmap
- Persona development
- Customer journey mapping
- Usability testing
- Idea validation and market research

**Game Producer** 02/2022 – 07/2022

**RBL LABS BV** – Amsterdam, North Holland

RBL labs is a Web3 gaming studio in Amsterdam. As a game designer and producer

- Prioritised Epics based on data, business needs, and team capacities.
- Facilitating scrum and agile development for the design and development team
- Monitoring product roadmap and preparing release notes.
- Budget management and automated reporting.
- Reducing costs
- Managed product development cycle, including prototyping designs and coordinating production.
- Defined user stories, persona, and edge cases.
- Finalised the game mechanics and economy design.
- Designed revenue models for the game.
- Automated A/B testing and having a control group for each setup.

**Game Designer & Producer** 10/2018 – 02/2022

**SplashLearn** – Gurgaon, India

SplashLearn is an award-winning learning program for math and ELA practice.

- Editor's Choice Award from Children's Technology Review.

### Design:

Adobe Illustrator, Photoshop

### General:

Jira, Asana, Miro, Microsoft Office

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## SOFT SKILLS

Effective communication  
Team Leadership  
Critical Thinking  
Creative Problem Solving  
Facilitating interactive sessions  
Presentation Skills

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## CERTIFICATIONS

Foundation of Project Management:  
Google  
Sustainability Strategies

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## ONLINE COURSES

Agile Scrum Master Certification Training:  
Udemy  
Learn JIRA with real-world examples:  
Udemy

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## LANGUAGES

**English, Hindi, Malayalam:** Native language

- Overseeing the development of end-to-end games across multiple pods within the team.
- Anticipating and managing risks, driving mitigation plans, and conflict resolution.
- Streamlining processes and pipelines across the teams
- Delegate the work teams for Art, Dev, and QA
- Supervising the overall quality of the game.
- Monitored competitors and researched the market for ways to improve the product.
- Designed effective game mechanics for 11 games to cover learning objectives.
- 7 worksheets and 7 interactive videos have been designed from end to end.
- Met deadlines through excellent workload planning and prioritization.

### Product Owner

09/2021 - 01/2022

**Digital Society School** - Amsterdam, North Holland

Digital society school is part of the Amsterdam University of Applied Sciences (AUAS). Our design challenge was to create a digital end-product or service that allows the EdTech for Social Change track to expand its scope and reach by attracting new partners, projects, and expanding recognition within the EdTech community.

- Doing user, market, and academic research
- Ideating, designing concept boards and defining personas
- Defining the horizon of the project by gathering different possible input sources, processes, and applications Analyzing Data and doing visualization.
- Prototyping & testing: laser cutting, 3D printing, Arduino, Adobe XD & Figma.

### Associate game designer

07/2017 - 05/2018

**Moonfrog Labs** - Bangalore, India

Moonfrog Labs is India's premier game studio that specializes in board and social card games. As a game designer, I have worked on four different games to improve different KPIs.

- Redesigned the onboarding experience for the RTS game "Baahubali".
- D1 retention was improved from 21% to 25%.
- D7 retention was improved by 2%.
- Designed a new tournament for "Teen Patti Gold".
- Increased the return rate of users by 15%
- Created the initial bot logic for the game Call Break.
- Designed a feature to drive monetization for "Warriors of Magic: Kalyug."
- A member of the core design team for designing core and meta loops for upcoming IPs.

### Senior Software Engineer

06/2013 - 09/2015

**iGate Global Solution** - Bangalore, India

As a Senior Software Developer I

- Collaborated with client GE Military to identify and resolve issues.
- Successfully defined, developed, and deployed 4 large-scale projects.
- Wrote and implemented robust test cases for legitimate environment application testing.
- Tracked down and resolved bugs in a fast-paced production environment.
- Mentored 5 colleagues, strengthening technical craft and skill of software development teams.