



RAKESH MENON

Game Designer | Game Producer - **Amsterdam**

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Prins Hendrikkade, Amsterdam

A game designer/producer with 4 years of industry experience in game development studios like SplashLearn and MoonFrog Labs, these experiences encompass close to 150 million players worldwide with a variable demography and age. The games we produced at SplashLearn earned an array of awards including Editor's Choice Award - Children's Technology Review.

Work Experience

Ed-Tech | Game Designer | Producer

Sept 2021 - Present

Amsterdam University of Applied Sciences :

- Working on a gamification prototype to acquire more interest from the targeted demographics.
- Using SCRUM methodology and working with design sprints to complete established goals and building Minimum Viable Products.
- Collaborating in a multidisciplinary team and stakeholders to derive actionable insights and apply them in conceptual prototypes.

Pre K Maths | Game Designer | Producer

Oct 2018 - Present

SplashLearn :

- End-to-End design of 7 Math games, with 4 more in production.
- Ideated the initial game concept from design brief and presented to business after concept validation. Planned the milestones, conducted research and did various design iterations before releasing the final MVP.
- Road map planning, capacity planning and allocation with the leads for the internal teams.
- Managing multiple pods within the team for end-to-end game development.
- Improved planning and tracking of the project.
- Anticipating and managing risks, driving mitigation plans and conflict resolution at several phases of development.
- Streamlining processes and pipelines across the teams.
- Delegating the work with external and central teams for Art, Dev and QA.
- Supervising the overall quality of the game.

Game Designer

Jun 2017 - May 2018

MoonFrog Labs :

- Worked on redesigning the onboarding experience of Baahubali (RTS) game to improve the D1 retention.
- Designed new tournament feature for Teen Patti Gold casino game.
- Worked on the bot logic of Callbreak Gold game.
- Also part of the design team for the new racing game IP.

GE Aviations | Senior Software Engineer

June 2013 - Sep 2015

IGate Global Solution Ltd. :

- Rich experience in tech space having worked in development, support, maintenance, testing and system administration roles in individual and lead capacities.
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Education

Master Degree | 2015 - 2018

M.Des in Digital Game Design :
National Institute of Design, Bangalore

Bachelor Degree | 2008 - 2012

Computer Science and Engineering :
St. Vincent Pallotti Engineering College, Nagpur

Certifications

Cert Prep - **SCRUM Master**

Cert Prep - **Google Project Management**

Skills

Game Design

Level Design

Project Management

Live Ops

User Experience

Languages

English - **Fluent**

Hindi - **Native**

