

Daniel Castellanos Loria

Economy and Content Designer based in Montreal

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Economy and Content designer with 5+ years of experience in the game industry and long-running live-service games. I take features from concept to release: pitching ideas, writing design documentation, balancing economies and monetization, creating and testing prototypes, and coordinating with other departments.

PROFESSIONAL EXPERIENCE

Bigpoint GmbH | Hamburg, Germany | Montreal, Canada

2021-2026

- **Farmerama** | *Economy and Content Designer*

- Frequently in charge of creating events and features for the game.
- Supported live content by rebalancing and bug fixing making the content fresh and high quality for regular players.
- Contributed to monetization by frequently creating sales and monitoring revenue of the product.
- Conceptualized and balanced a full rework of the 15-year-old sticker album system. Added more consumables and a wider variety of items for sales and events, which stabilized the player economy and reduced inflation of key items.
- I was the principal game designer on different features. I frequently pitched, balanced, designed levels and monetization strategies.
- I was the principal game designer on Doorbuster Deals a black friday sale that generated 2X its expected revenue.
- Wrote feature and event post-mortems, documenting revenue and KPIs and recommending ways to address pain points helping future content be of better quality.
- Gave regular feedback on other designers' concepts.
- Provided guidance to new designers on company workflows and design objectives.
- I was frequently involved in playtesting for my and other designers' features.

- **Seafight** | *Content Designer*

- Created the Gore Jaw: Legend of the Abyss event and raid.
 - Led play testing for the raid map.
- Supported live content by rebalancing and bug fixing.
- Gave regular feedback on other designers' concepts and tested their work.
- Provided feedback, designed and implemented changes to the Crew system.

Gameforge GmbH | Karlsruhe, Germany

2019-2020

- **Metin 2** | *Game Design and Monetization Intern.*

- Participated in brainstorming for new sales and content for the game.
- I was the in-game shop manager.
 - Created shop sales and documentation for new sales and internal software.

- **Frozen Flame** | *Game Tester*

- Participated in regular game sessions and provided feedback on the design aspects of the game.

PERSONAL PROJECTS

- **Deliverance** | *Experimental horror and movement game* | *Unreal Engine* | *itch.io* (1,000+ downloads)
 - Designed and prototyped the core movement and horror mechanics in Unreal Engine using Blueprints creating a timing-based movement.
 - Built and iterated the levels around those mechanics to generate tension and teach the player experimental movement through play.
 - Designed and implemented all audio.
 - Created and implemented all art.
 - Released publicly on itch.io and reached 1,000+ downloads.

EDUCATION

Bachelor in Digital Games Specialized in Game Design 2017-2021

| Cologne Game Lab | Cologne, Germany

The Bachelor degree is a full-time program. Students receive training in all three areas (art, design, and programming). From the third semester onwards, each student focuses on the specialization of their choice.

SKILLS

Level Editors

- Unreal Engine
- Unity
- TrenchBroom

Game Design

- Game System Design
- Game Balancing
- Playtest Conducting and Iteration
- Concept Creation
- Monetization Design
- Economy Design

Software

- Confluence
- Jira
- Trello
- Visual Studio
- Blender
- Audacity
- FMOD
- Microsoft Excel

Programming

- Unreal Blueprints
- C#

Languages

- Spanish (C2)
- English (C2)
- French (B2)
- German (B1)