

Richard N. Silva

Game Design Portfolio

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Monster Blast

Role: Lead Game Designer & Product Owner

Platforms: Android, iOS

Genre: Augmented Reality (AR) Game

Release Year: 2021

Duration: 7 months

Team Size: 12

Company: Robots & Pencils

Tools Used: Unity, Adobe Suite, Figma, G Suite, GitHub

Monster Blast is an arcade shooter game with Augmented-Reality (AR) elements on mobile devices. It blends the real experience of shooting a BB gun with the fun and challenges of video games.

The game was designed to work with a high-speed camera that detects hits on real-world targets and translates them into the game.

Roles in the project:

- | Conceived the game proposal document that was **pitched and approved** by the investors.

- | Designed game features to **increase users' safety** when playing this Augmented Reality (AR) game.

- | Designed over **30 unique levels**, using the Rational Level Design framework.

- | Designed **procedural levels** based on difficulty settings using the Rational Level Design framework.

- | Designed an asynchronous **Multiplayer Mode**.

- | **Represented the team** in presentations and conversations with project stakeholders and investors.

- | Evaluated **project risks** and create **contingency plans**.

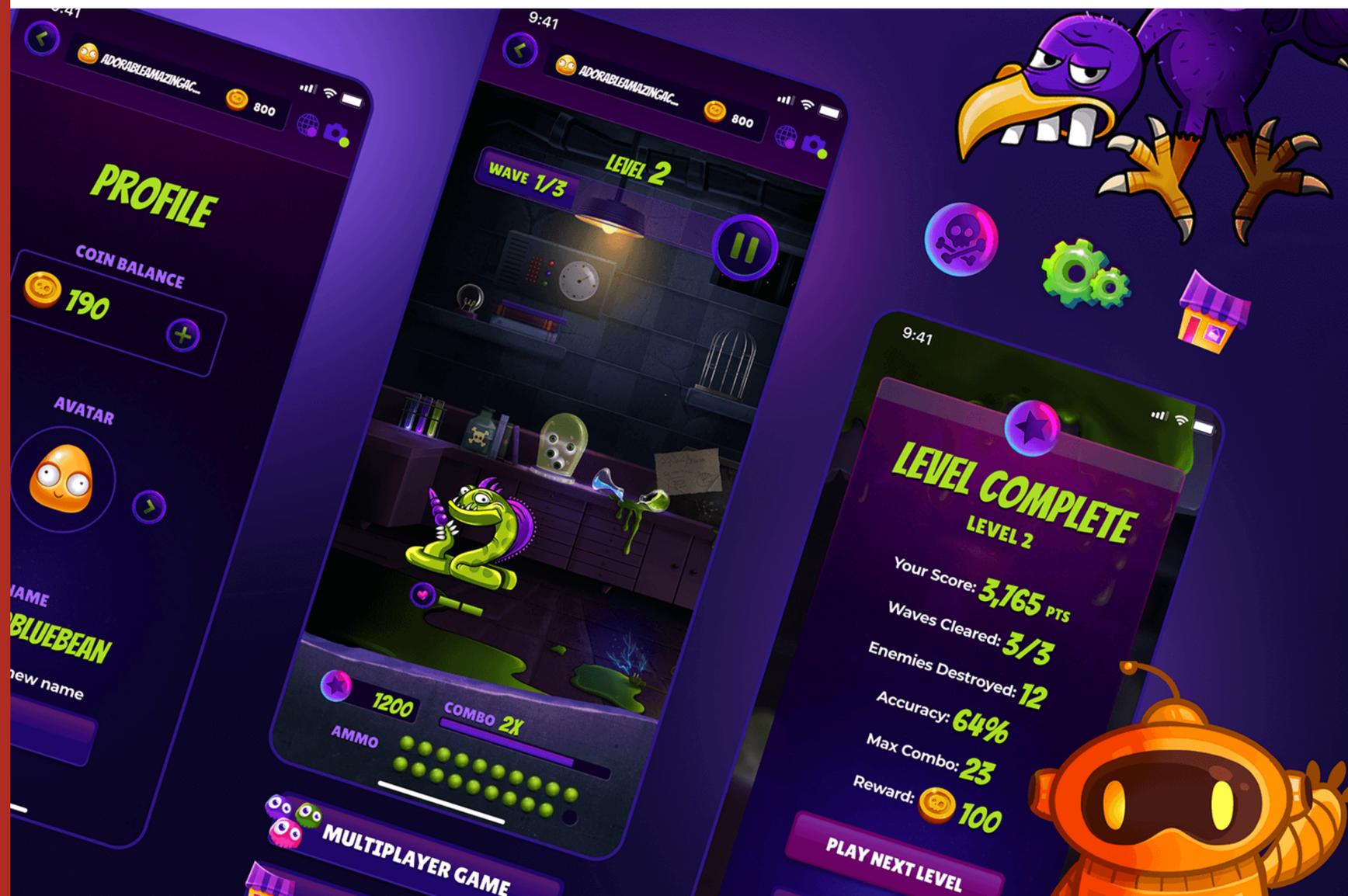
- | **Facilitated conversations** between developers, artists and other team members towards common goals.

- | Created and maintained the project's **Game Design Document (GDD)**.

- | Documented and wrote most of the **voice-over lines**.

- | **Directed** voice actors during recording sessions.

- | Oversaw the game **look and feel**.



Cookie Land

Role: Game Designer & Producer

Platforms: Facebook Instant Games (Desktop, Android, iOS)

Genre: Free-to-play Match-3

Release Year: 2017

Duration: LiveOps

Team Size: 10-15

Company: SOFTGAMES

Tools Used: Custom Engine & Tools, Adobe XD, Adobe Photoshop, Jira, deltaDNA, Excel, Confluence, Google Workspace, Source Tree, GitHub

Play the game at:

https://fb.gg/play/cookie_crush_two

Cookie Land is a free-to-play match-3 game developed by SOFTGAMES. This HTML5 game was featured on several game portals and it is currently one of the biggest match-3 titles on the Facebook Instant Games platform.

This social-oriented match-3 game takes the player to a world of sweets and pastries with hundreds of levels to solve.

Roles in the project:

| **Design new features** that successfully address product priorities based on KPIs and product roadmaps.

| **Improve the UX** from concept to release through wireframes, prototypes and technical specifications for artists and developers.

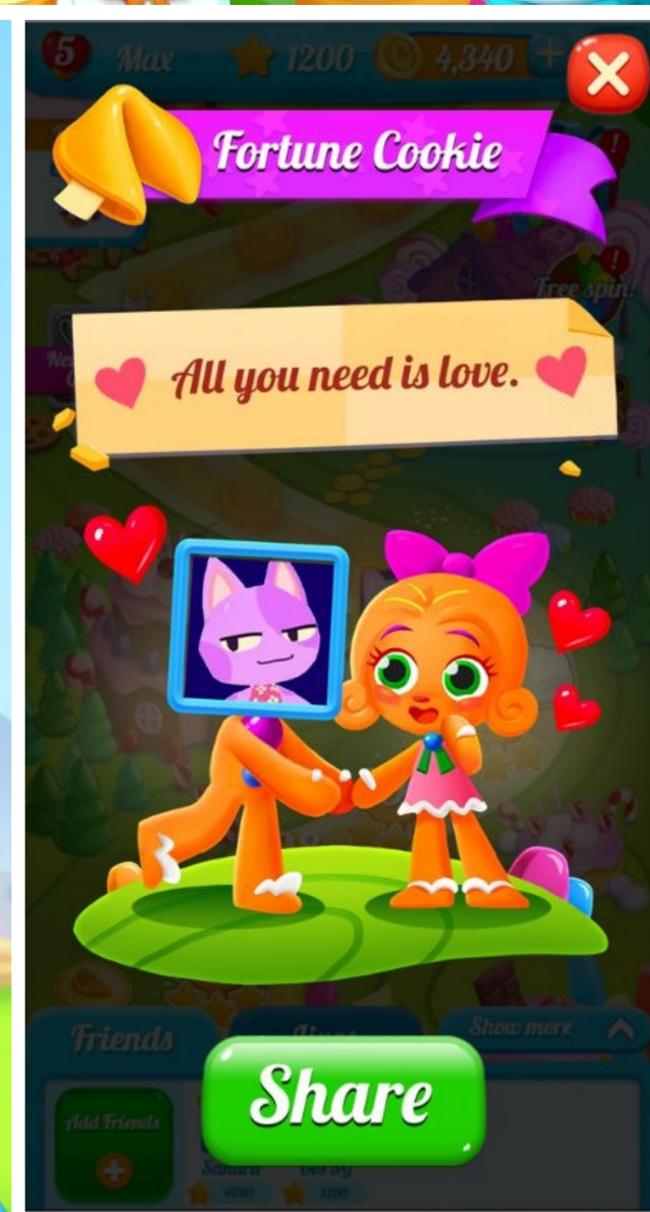
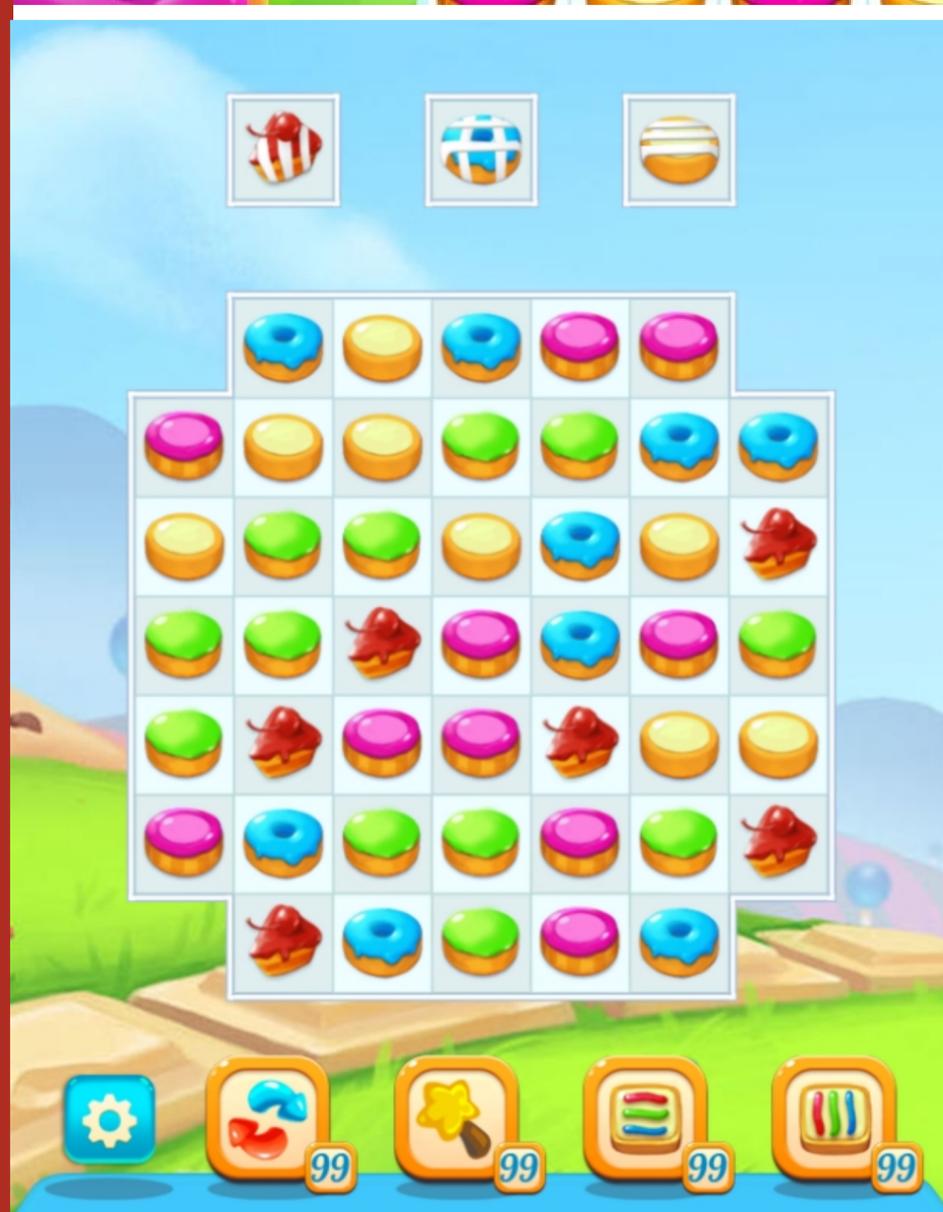
| Use business intelligence tools to design **metrics-driven features** and improvements based on actual user behaviour.

| **Manage and iterate the game economy** based on player data and correlations between multiple game systems.

| Manage and iterate the **difficulty curve of over 3000 levels** using real player data.

| **Facilitate conversations** between developers, artists and other team members towards common goals.

| Evaluate game performance through **metrics and KPIs** to plan action points accordingly.



Multiple Match-3 Games

Role: Game Designer & Producer

Platforms: Facebook Instant Games (Desktop, Android, iOS)

Genre: Free-to-play Match-3

Release Year: 2017, 2018, 2019

Duration: LiveOps

Team Size: 10-15

Company: SOFTGAMES

Tools Used: Custom Engine & Tools, Adobe XD, Adobe Photoshop, Jira, deltaDNA, Excel, Confluence, Google Workspace, Source Tree, GitHub

Play the games at:

<https://fb.gg/play/garden-tales>

<https://fb.gg/play/candymatch>

https://fb.gg/play/candyrain_five

https://fb.gg/play/fish_story

At SOFTGAMES Canada I had the opportunity of working on several free-to-play match-3 games. The smaller titles allow the team to test different themes and experimental features. These HTML5 games were featured on several game portals and are amongst the biggest match-3 titles on the Facebook Instant Games platform.

Roles in the project:

| **Design new experimental features** based on the company strategy and target result metrics.

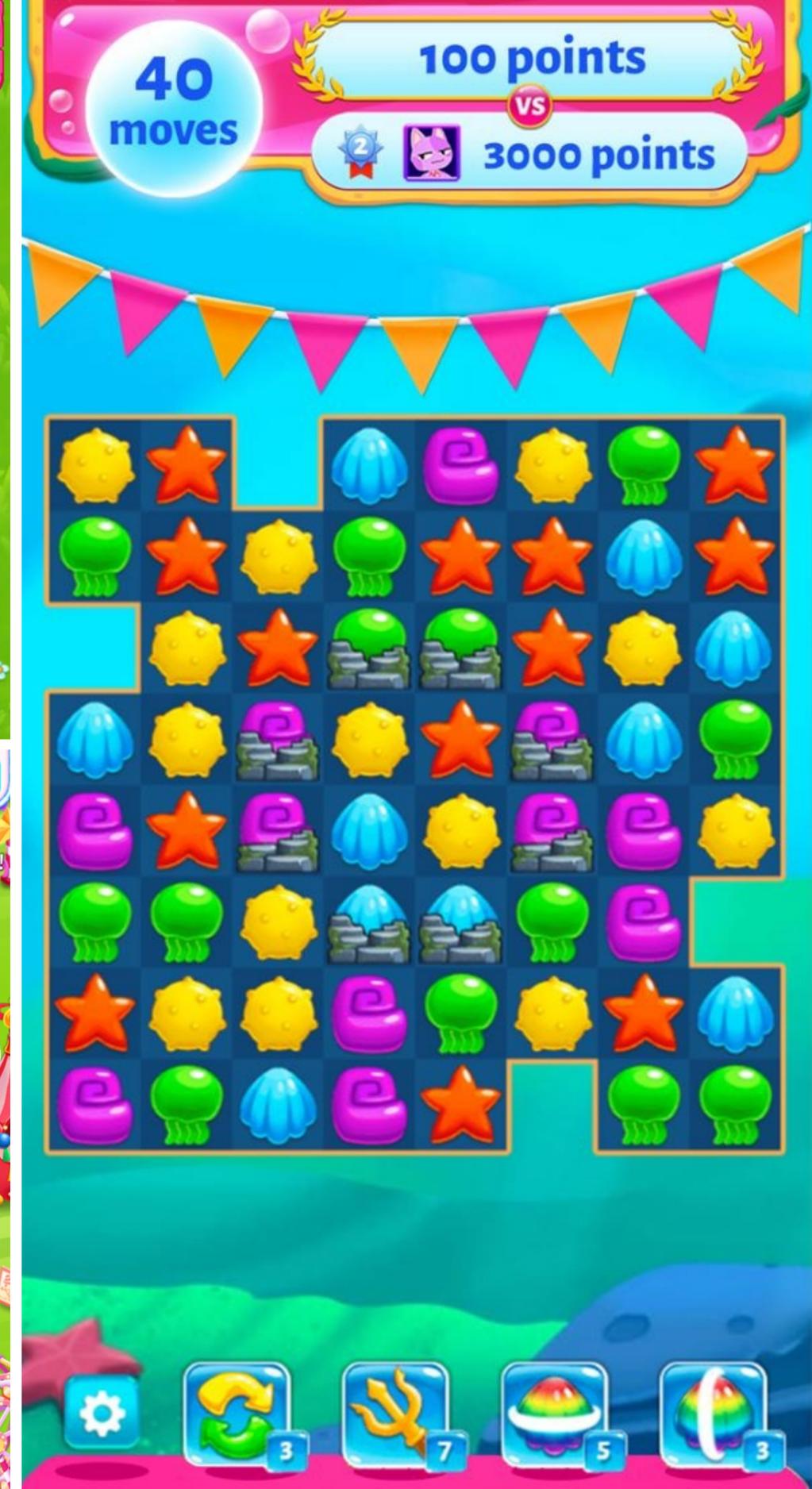
| Plan and design features that can be **easily incorporated** into different titles.

| **Analyze the performance** of new experimental features before applying them on flagship titles.

| **Facilitate conversations** between developers, artists and other team members towards common goals.

| Evaluate game performance through **metrics and KPIs** to plan action points accordingly.

| **Design tools** to reduce the gap between design, art and developers.



Guardians of the Waters

Role: Game Designer

Platforms: Mobile | PC

Genre: Educational Game

Release Year: 2018

Duration: 2 years

Team Size: 12

Contractor: Laboratory of Learning

Objects (LOA)

Tools Used: Unity, Trello, 3ds Max, Adobe Suite, G Suite, Source Tree, Bitbucket

More info at:

<https://goo.gl/3Q9M5f>

Guardians of the Waters (Guardiões das Águas) is a multiplatform (Mobile / PC) educational game, for kids from Grade 2 to Grade 4, about basic sanitation and water treatment.

The project features 6 game modes and is compatible with the Kinect One in the PC version.

It is currently available in Brazilian public schools.

Roles in the project:

| Designed **6 different game modes**, adapting the gameplay for both platforms (PC and Mobile).

| Designed over **50 levels segments**, using the *Rational Level Design* framework.

| Conceived the game proposal document that was **pitched and approved** by the investors.

| Documented and wrote most of the **script and the dialogues**.

| Oversaw the game **look and feel**.

| Guided **game test sessions** with the target audience.



Water Generations

Role: Game Designer

Platforms: Mobile | PC

Genre: Educational Game

Release Year: 2017

Duration: 6 months

Team Size: 14

Contractor: Brazilian National Water Agency (ANA)

Tools Used: Unity, Trello, 3ds Max, Adobe Suite, G Suite, Source Tree, Bitbucket

Play the game at:
<https://goo.gl/CkDFk9>

Water Generations (Geração Água) is a resource management educational game developed in partnership with the Brazilian National Water Agency, for students in Grades 7 to 10.

It is currently available in Brazilian public schools.

Roles in the project:

| Designed the **gameplay loop**.

| Conceived and **successfully pitched the game proposal** for the project stakeholders.

| Adjusted the **level layout, blockout and**

decoration to ensure a better **user experience**.

| Planned proper **game pacing**, so that there are highs and lows in player **interest curve** during the gameplay.

Awards:

| Brazil's Independent Games Festival (BIG Festival) 2018 - BIG Impact: Educational Category | **Finalist**

| 2nd Golden Cube Award (Cubo de Ouro) 2018 - Best Geek Social Project | **Finalist**



Paleo Game

Role: Game Designer

Platforms: Mobile

Genre: Educational Game

Release Year: 2016

Duration: 6 months

Team Size: 2

Contractor: Private / Freelance

Tools Used: Unity, Trello, Adobe Suite, G Suite, Source Tree, Bitbucket

Paleo Game is a mobile educational game about evolutionary biology, commissioned by a Brazilian Ph.D. professor as part of their thesis.

The game has local multiplayer with several questions and minigames on the subject, for students in Grade 4 to Grade 8.

Roles in the project:

| Designed the **gameplay loop**.

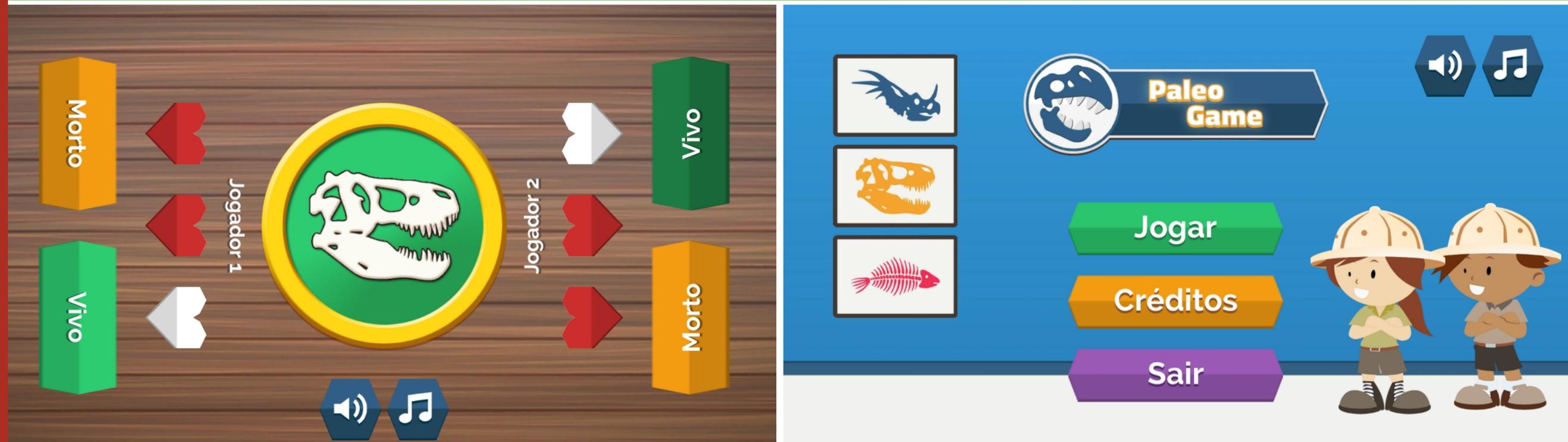
| Planned and designed **3 minigames** with local multiplayer features.

| Prototyped and implemented the **level layout**.

| Planned choke points in the game board to **enhance gameplay**.

| Designed the **game systems**, their rules and interactions.

| Ensured the game **look and feel** was within the project goal.



Profit Inc.

Role: Game Designer

Platforms: Mobile | Web

Genre: Educational Game

Release Year: 2016

Duration: 12 months

Team Size: 7

Contractor: Laboratory of Learning Objects (LOA)

Tools Used: Unity, Trello, Adobe Suite, G Suite, Source Tree, Bitbucket

Play the game at:

<http://goo.gl/XW0vdn>

(Login: Visitante | Password: Visitante)

Profit Inc. (Lucro S.A.) is an educational business tycoon in which the player manages a company according to custom economic scenarios.

The economic scenario editor allows the student to simulate how to run a business in different contexts, such as a high-interest rate market, a low tax market, expensive retail suppliers, among dozens of other settings.

Roles in the project:

| Designed **game systems** based on real world data like accounting concepts and formulas.

| Improved the UI to shallow the **game's learning curve**, which was too steep based on player feedback.

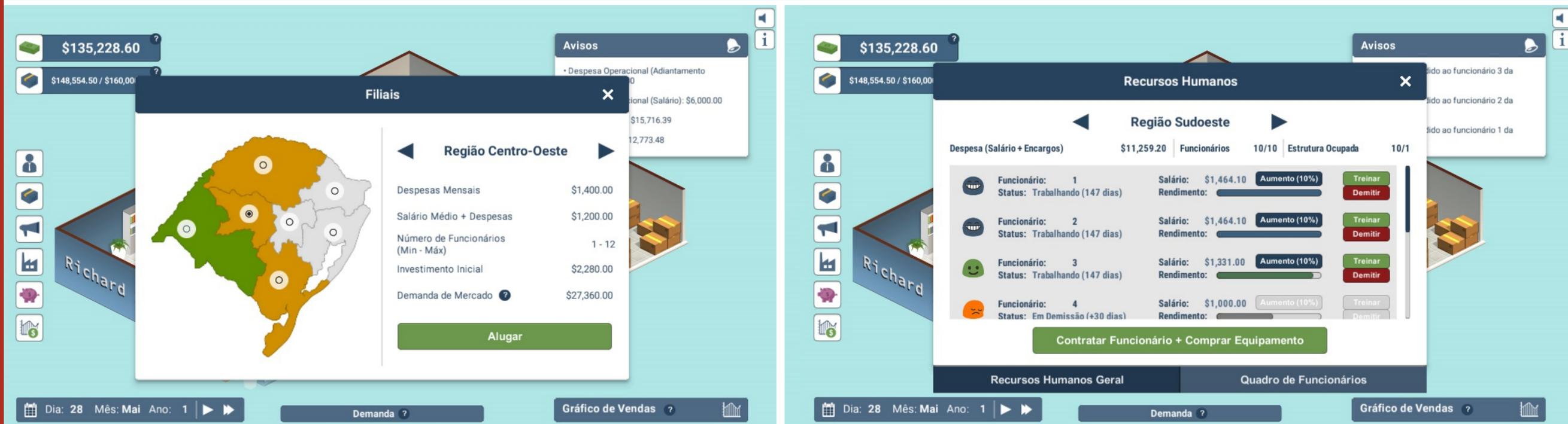
| Designed an **economic scenario editor**, which allows the player to simulate different situations like high taxes, low-interest rates, etc.

| Conducted **playtests** and incorporated feedback to improve the gameplay.

Awards:

| Brazil's Independent Games Festival (BIG Festival) 2017 - Best Educational or Social Impact Game | **Finalist**

| Apps.edu International Contest | **Honourable Mention**



The Amazing Adventures of Apollo & Rosetta in Space

Role: Creative Director

Platforms: PC | Kinect

Genre: Game for Health

Release Year: 2015

Duration: 24 months

Team Size: 12

Contractor: Laboratory of Learning Objects (LOA)

Tools Used: Unity, Trello, Adobe Suite, G Suite, Source Tree, Bitbucket

The Amazing Adventures of Apollo & Rosetta in Space was developed for academic research. The purpose of this game is to train the Executive Functions, especially the Inhibitory Control, of children between the ages of 8 and 10. It features 7 different game modes. This game was developed as part of a Ph.D. thesis at Feevale University.

Roles in the project:

| Designed **7 different game modes** for specific research needs.

| Designed a **procedural difficulty curve system** for all 7 game modes, following the *Rational Level Design* framework.

| Documented and wrote most of the **script and dialogues**.

| **Analyzed and documented** connections between neuropsychology and digital games.

Awards:

| PUC Young Ideas (Jovens Ideias) Contest - Category: Search is evolving (2015) | **Winner**

| Master Tip Award (Dica de Mestre) - Educator Category (2018) | **2nd Place**





| About me

Self-motivated. Data-driven. Quick learner. | Toronto, Canada

My name is Richard Nunes da Silva. I am a creative professional with more than 6 years of professional experience in Game Design and Project Management. Throughout my career, I had the opportunity to work on several amazing projects, which I am proud to show on my portfolio.

I love designing game mechanics, systems and gameplay loops to entertain people. I work closely with other creative professionals, programmers and data analysts to solve design problems.

My passion for design, data-driven approach and commitment with milestones are my best weapons in any project.

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