

Richard N. Silva

Game Design Portfolio

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AdVenture Communist

Role: Senior Game Designer (LiveOps)

Platforms: Android, iOS

Genre: Idle Game

Release Year: 2017

Duration: LiveOps

Team Size: 15-20

Company: Hyper Hippo

Tools Used: Unity, Adobe XD, App Script, Adobe Photoshop, G Suite, Jira, Snowflake, Tableau, Excel, Confluence, Source Tree, Bitbucket

Play the game at:

Android | <https://bit.ly/42wUh9d>

iOS | <https://apple.co/3na6Ffs>

AdVenture Communist is a free-to-play idle clicker game developed by Hyper Hippo, the creators of AdVenture Capitalist. It offers a satirical take on communism and casts players as leaders building the ultimate communist state.

Players unlock new industries, invest in upgrades, and recruit comrades to help automate resource collection, exponentially growing their communist empire. Popular among clicker and idle game fans, it features tongue-in-cheek humour and is available on iOS, and Android.

Roles in the project:

| **Design** content, features, and events aligned with KPIs and product roadmaps.

| Balance **game economy** and progression for optimal player retention and monetization.

| Adjust the **difficulty curve** using real player data across multiple ranks.

| Assess game performance using **metrics and KPIs** to plan appropriate actions.

| Facilitating **collaboration** between artists, developers and other team members to ensure consistent outcomes.



IDLE CLICKY FUN!



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 uses a high-speed camera to detect hits on real-world targets and incorporates them into gameplay.

Roles in the project:

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

- | Designed safety-enhancing **AR game features**.

- | 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 created contingency plans.

- | Facilitated **collaboration** among developers, artists, and team members.

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

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

- | 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 features** addressing product priorities using KPIs and roadmaps.

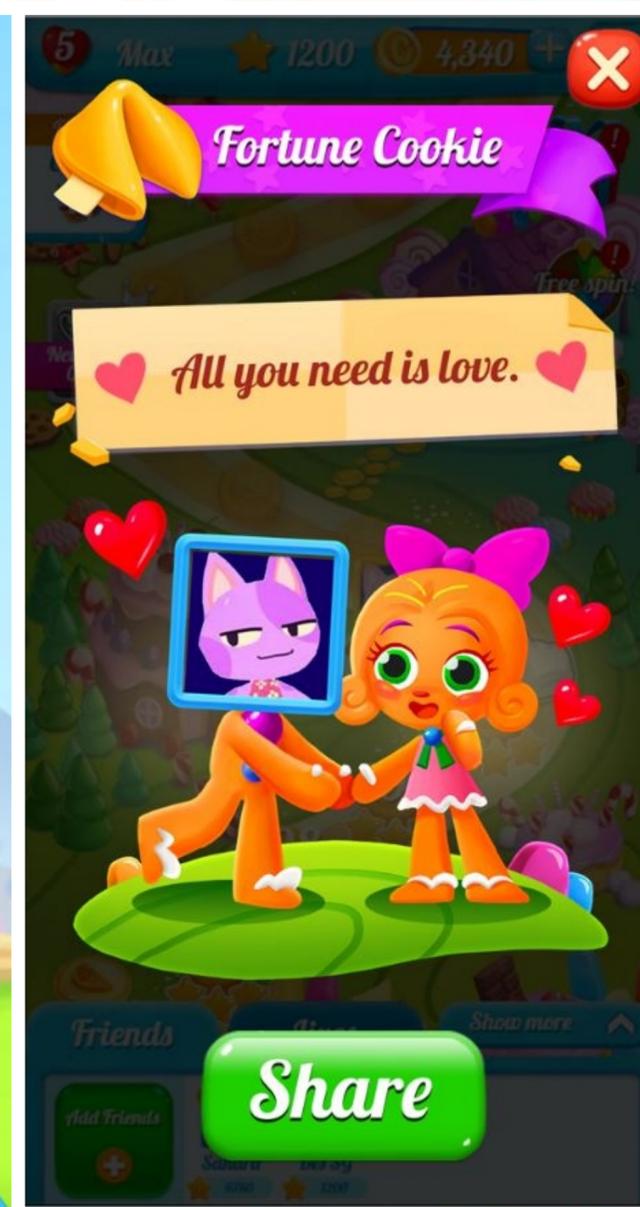
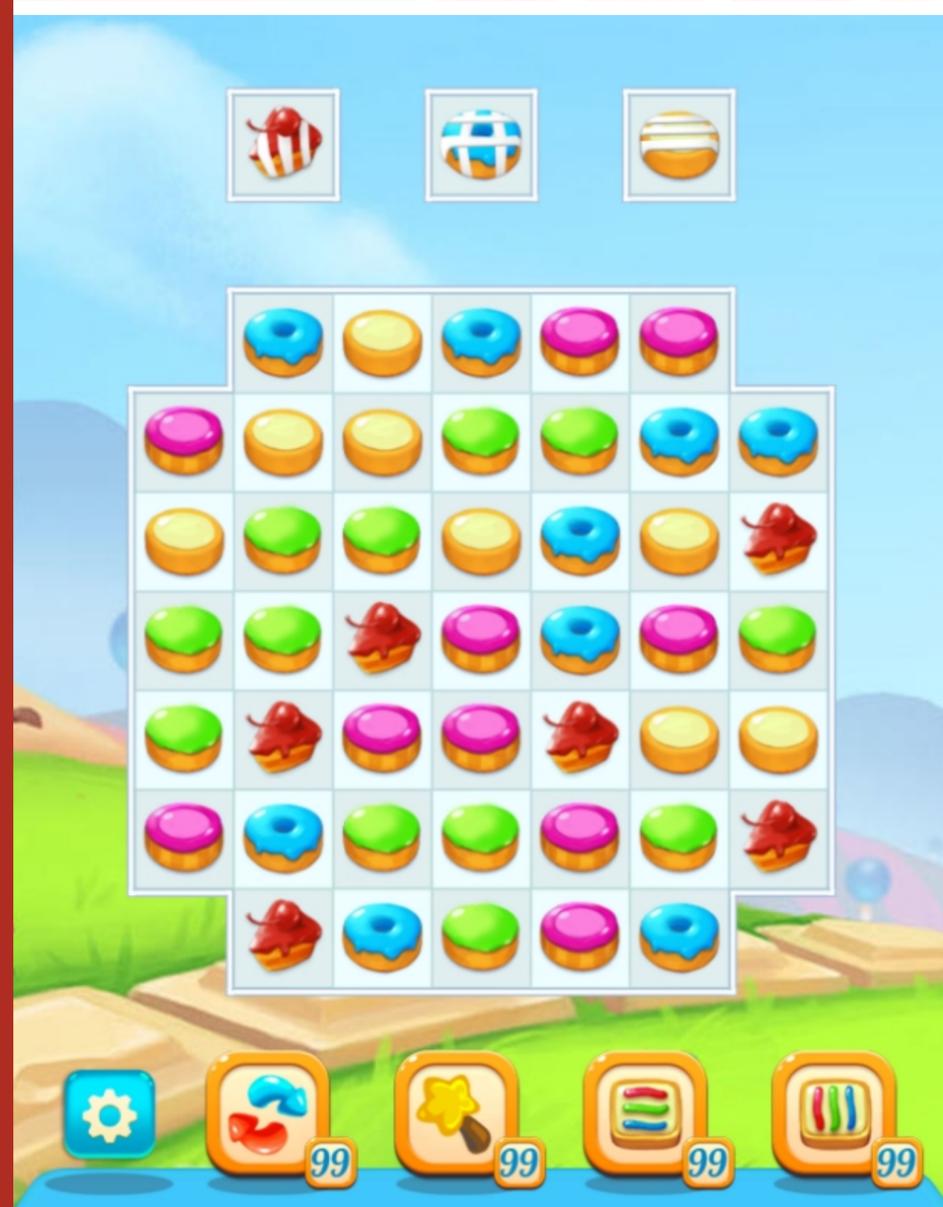
| **Improved the UX** from concept to release with wireframes, prototypes, and technical specifications.

| Utilized business intelligence tools for **metric-driven** feature design and improvements.

| Managed **game economy** and iterated based on player data and system correlations.

| Adjusted **difficulty curve across 3000+ levels** using real player data.

| Assessed game performance using **metrics and KPIs** to plan appropriate actions.



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 chance to work on various free-to-play match-3 games. These smaller titles enabled the team to experiment with different themes and features.

These HTML5 games were featured on numerous game portals and are currently among the most popular match-3 titles on the Facebook Instant Games platform.

Roles in the project:

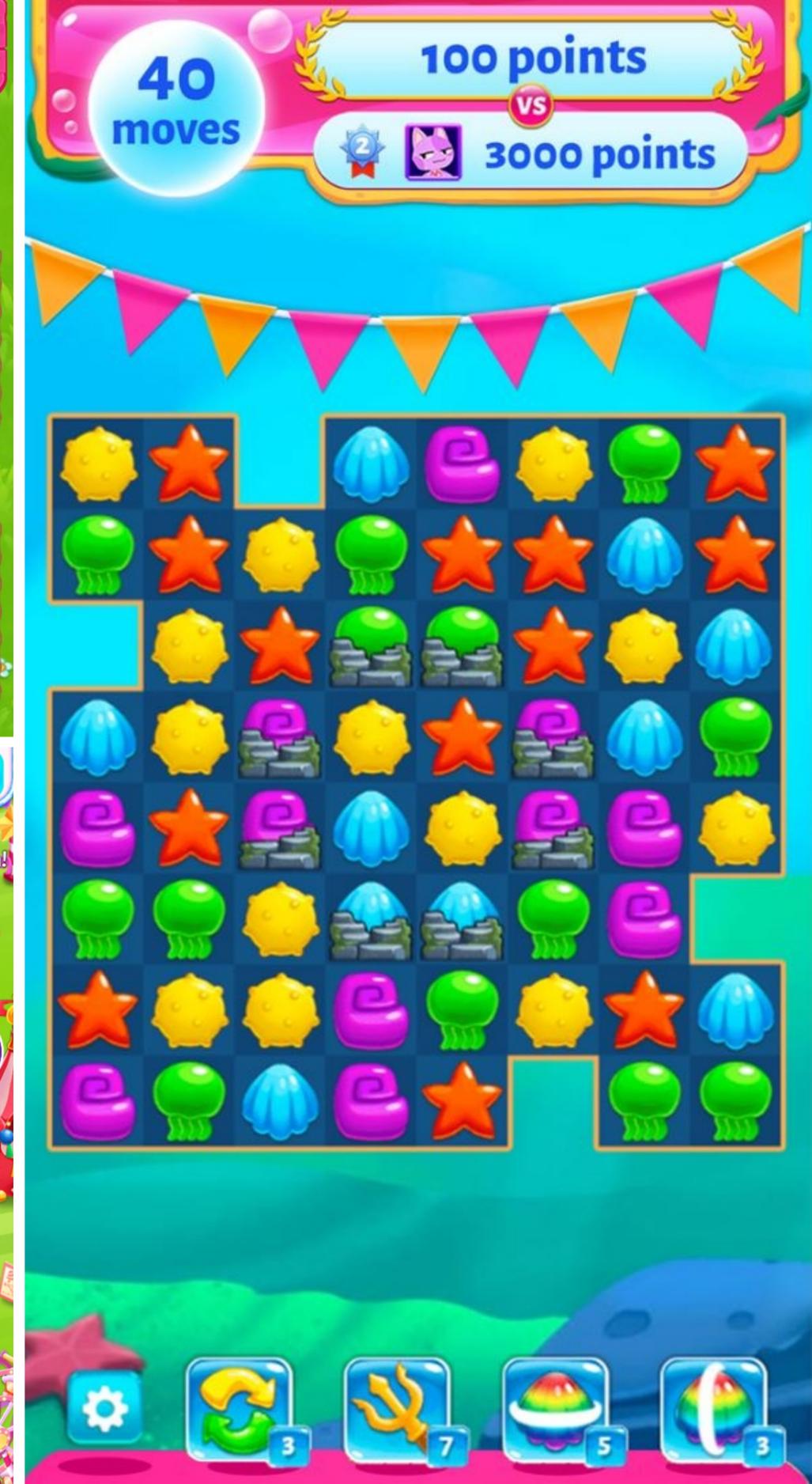
| Designed **experimental features** aligned with company strategy and target metrics.

| Planned and designed **adaptable features** for multiple titles.

| **Analyzed** experimental features' performance before implementing them in flagship titles.

| Assessed game performance using **metrics and KPIs** to plan appropriate actions.

| **Designed tools** to bridge the gap between design, art, and development.



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**

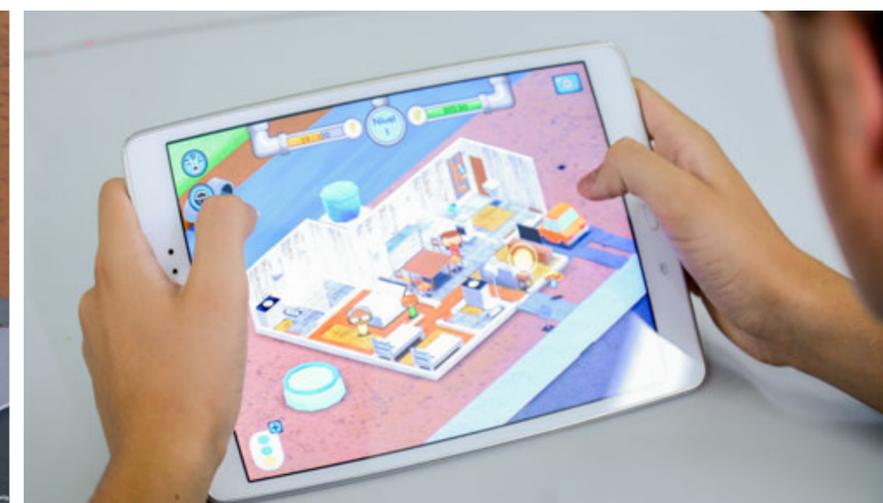
decoration to ensure a better **user experience**.

| 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**.

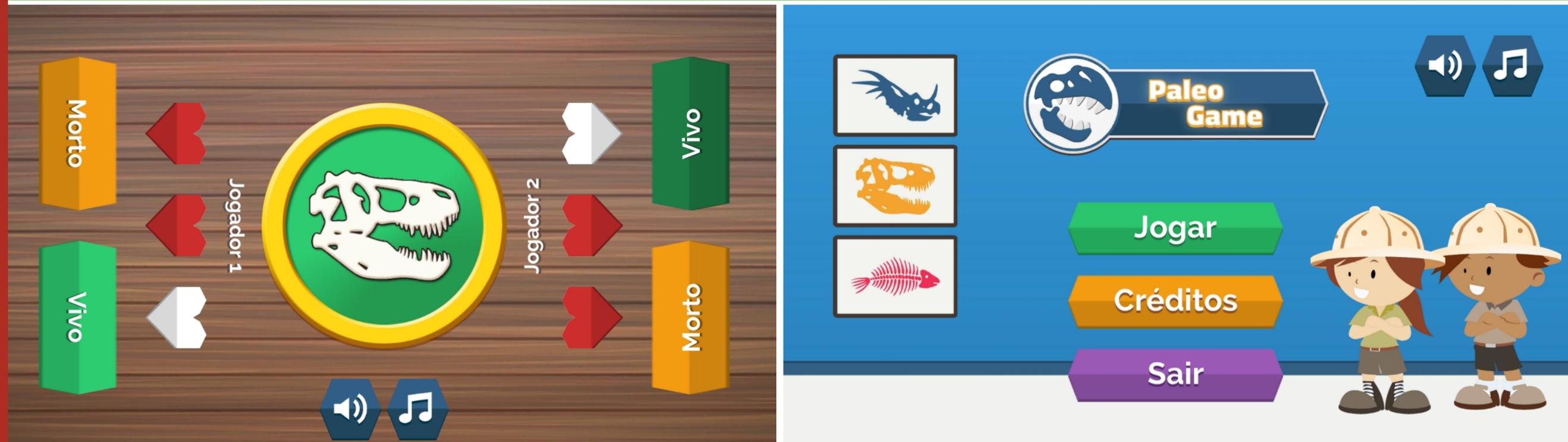
| Planned and designed **3 minigames** with local multiplayer features.

| 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 adjust the **learning curve**, which was too steep based on player feedback.

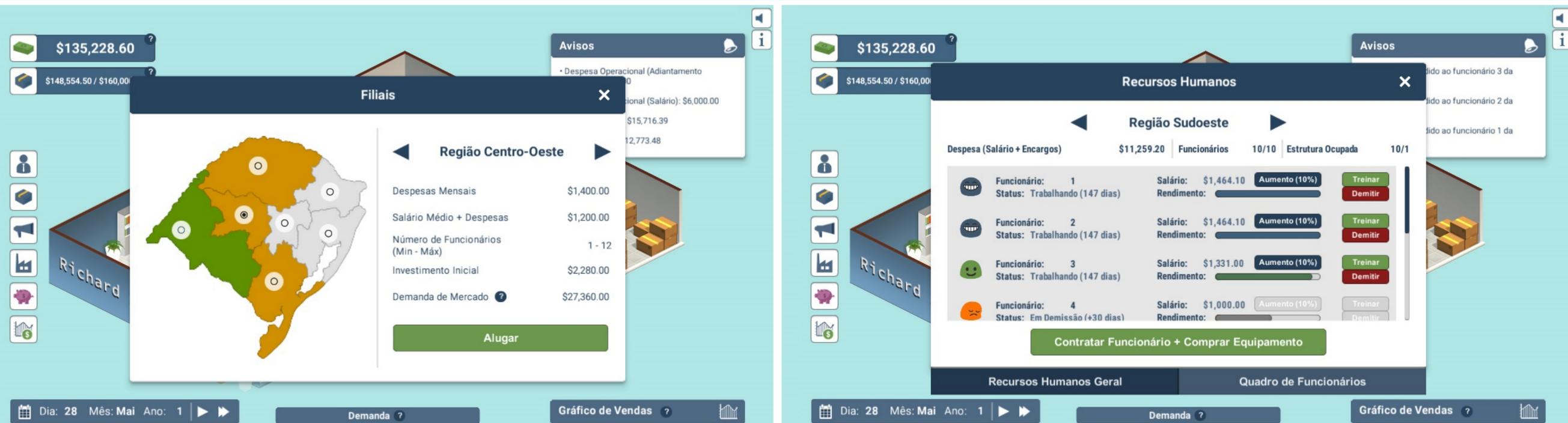
| Designed an **economic scenario editor**, which allows the player to simulate different situations like high taxes, low-interest rates, etc.

| 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 and I am a Senior Game Designer with more than 8 years of professional experience in Game Design and Project Management. Throughout my career, I've had the pleasure of working on some truly amazing projects that I'm thrilled to showcase here.

Crafting engaging game mechanics, systems, and gameplay loops that captivate and entertain players is what I love to do. I collaborate closely with other creatives, programmers, and data analysts to solve design problems and deliver high-quality games on time and on budget.

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

Feel free to contact me if you have any questions or if you're interested in working together.

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