



ISHAN SEN

SENIOR GAME DESIGNER

SYSTEMS · ECONOMY · LIVEOPS · UX | OPEN TO RELOCATION & REMOTE

📍 Kolkata, India

📞 +91 8007 641107

✉️ sen.ishan89@gmail.com

🌐 linkedin.com/in/ishan-sen

🌐 ishansen.co

10+ YRS

IN GAME DESIGN

22

TITLES LIVE

8

IN DEVELOPMENT

20M+

DOWNLOADS — GSN
CASINO

5

DESIGNERS LED

PROFILE

Game designer with over a decade of shipping free-to-play mobile and social titles, now designing systems and economies for AA and AAA PC titles. Grew GSN Casino's **Video Bingo into a multi-million-dollar revenue title** and **led a five-person design team** at HGMM. At Juego Studios, shipped the **GAMR active-play console platform** — a launcher and seven movement games — and is designing two PC shooters alongside six client titles, while building **Hollow Vigil**, a 3D roguelike, solo in Unreal 5 on an **AI-assisted pipeline**.

Systems Design

Economy Balancing

F2P Monetisation

LiveOps & Events

UI/UX & Wireframing

Scope & Production

Team Leadership

AI-Assisted Workflows

EXPERIENCE

Senior Game Designer

Juego Studios

APR 2026 – PRESENT

- Design core systems, mechanics and **economy balancing** across AA, AAA and mobile titles.
- Senior game designer on **B.A.M (By Any Means)** and **Sub-Recon**, both PC titles bound for Steam and the Epic Games Store.
- Design across the **GAMR active-play console** — Hub launcher plus **seven live movement games** on an 8-direction PlayPad mat.
- Own wireframes, UI/UX flows and scope definition; coordinate design, engineering, art and production.

QA Engineer

Remarketspace

SEP 2025 – FEB 2026

- A deliberate move into QA to sharpen **test discipline and attention to detail** — structured repro, edge-case and regression thinking now carried back into design.

Lead Game Designer · Producer · UI/UX

HGMM

AUG 2019 – APR 2022 · APR 2023 – SEP 2025

- Led a **team of 5** across game design, production and UI/UX; also owned hiring for the design team.
- Rummy Tales** — lead designer, producer, UI/UX, marketing and QA on a F2P casual rummy title.
- STAR Play & Hard Rock Social Casino** — designed the container, features, backend systems and UI for two hotel-and-casino brands.

Game Designer

YallaPlay

JUN 2022 – DEC 2022

- Designer on **Spades Masters**, a free-to-play Spades title on iOS and Android.

Intern → Associate Game Designer → Game Designer

GSN Games

MAR 2016 – APR 2019

- Grew **Video Bingo into a multi-million-dollar revenue title** — the benchmark for bingo games on iOS and Android, on a platform with **20M+ downloads**.
- Designed **monthly time-limited content and live events**, each with a new mechanic, to lift DAU and retention across the portfolio.
- Shipped **6 slot and bingo titles** and supported the **Facebook → iOS/Android port** of GSN Casino.

Game Design Intern

Migo Studios

2016 · 4 MONTHS

- Design, level design, UI and programming across three published PC titles.

TOOLS & ENGINES

AI-ASSISTED PRODUCTION

Claude Code



ChatGPT



3D AI Studio



DESIGN & DOCUMENTATION

Figma



Balsamiq Mockups



Jira & Confluence



yEd — systems mapping



Excel / Sheets modelling



MS Office & Workspace



Adobe Suite



Canva



ENGINES & 3D

Unreal Engine 5



Blender



Unity



Game Maker



IN DEVELOPMENT — 8 PROJECTS

JUEGO STUDIOS — FULL DETAIL ON PAGE 2

B.A.M — By Any Means

Tactical Hero TPS · PC

Sub-Recon

WW2 Squad FPS + Sub Sim · PC

All Samba

Digital Canasta · Mobile

Elliptical Matrix

Action RPG · Mobile

Seya

Open-World + AR · Mobile

Kina Pool

Online Multiplayer Pool · Mobile

Musical DNA

Music Creation Platform

A&B Kids

Early-Learning Platform · Unity

PERSONAL PROJECT

IN DEVELOPMENT · SOLO

Hollow Vigil

3D ROGUELIKE SURVIVOR · UNREAL ENGINE 5

A Vampire Survivors-style 3D roguelike built solo: wave pacing, difficulty curves, upgrade and synergy trees, run economy and a full AI-assisted art pipeline into engine.

Unreal 5

Blender

3D AI Studio

Claude Code MCP

IN DEVELOPMENT — PROJECT DETAIL

Juego Studios · own IP and client titles currently in design.

**B.A.M — By Any Means**

Tactical Hero Third-Person Shooter · PC, Steam (UE5)

A 4v4 arena brawler built on role asymmetry: one

Commander

drafts heroes, assigns equipment and locks per-round buffs without ever fighting; three

Combatants

do the fighting, across best-of-five rounds. Designed the eight-hero roster and ability kits, the 96-piece equipment and upgrade economy, compact symmetric arenas, and the MMR and nine-tier ranked ladder.

**Sub-Recon**

WW2 Squad-Based Multiplayer FPS · PC, Steam, Epic

A WWII extraction FPS built around a submarine that four players crew by hand — the boat is a level, not a vehicle, worked on foot in first person across five rooms and eighteen stations. Eight players and ten bots share a 144 km² map of open water, coastline and sea floor. Designed the crew systems — diesel-to-electric switching, air, fuel, flooding, fire and damage control, four-action manual torpedo loading, and the sonar-versus-radar detection and noise model — plus the extraction loop, where loot carries over only if it is in the crate and the hull is still afloat at the buzzer. Also specified convoy-destroyer AI and bot behaviour trees, perception and spawn rules.

**All Samba**

Digital Canasta Variant · iOS, Android (tablet-first)

Rules-complete Samba across three variants and 1–4 round structures: Hand-and-Foot dealing with a tap-the-deck mechanic and Perfect Cut bonus, meld and canasta composition rules, frozen-pack and pack-pick eligibility, going out with partner permission, and the full scoring and penalty model. Also designed the three-bot FSM AI — partner-versus-opponent behavioural split across tiered difficulties.

**Elliptical Matrix**

Action RPG · iOS, Android (Unity)

Phase 1 design for a cartoonish 3D ARPG: four playable characters with stats, levels, equipment, skills, ultimates and an elemental system; on-field switching with auto-switch on KO; enemy stat parameters, targeting logic and stagger ranges; three puzzle families at five difficulties each; quest, dialogue, objective-tracking and NPC systems; plus inventory, shop, telekinesis and the IAP and ad monetisation model.

**Seya**

Open-World Exploration + AR · iOS, Android

Stylised 3D city-as-island exploration with a customisable avatar and Lumo, a reactive floating companion with its own hunger system and separate in-world and AR reaction sets. Designed three mission types — information-orb discovery, quiz trigger zones and AR check-ins — plus long-form quests, XP and coin progression, daily login rewards, a stamina economy with potions, a day-night cycle, museum collection display, and the IAP, ad-removal and customisation-shop monetisation.

**Kina Pool**

Online Multiplayer Pool · Mobile

Live-service design for an online pool title: a rematch system specified across a dozen failure and edge-case states with rematch limits, bot substitution and friend matches; player profiles with custom avatars, stats and XP levelling; a league ladder with boss fights and escalating difficulty; competitions and leaderboards; and guest-versus-subscriber feature gating with Apple and Google compliant purchase, renewal and conversion flows.

**Musical DNA**

Music Creation Platform · Phase 1

Phase 1 design for a music platform: a sound library and a shape-recognition engine driving the core audio visualizer, plus a badge system, code redemption, an easter-egg memory system, quote surfacing, tutorial flow and account and profile access.

**A&B Kids**

Early-Learning Platform · iOS, Android (Unity)

Design across a 145-block curriculum for ages six months to three years, spanning 20+ minigame types — tracing, jigsaw, phonetics, object and shape matching, one-to-one and many-to-one drag-and-drop, painting, guided mazes and sight words. Specified six-profile family accounts, a parent progress monitor and screen-time timer, difficulty scaling, offline block downloads, mascot rewards, and a Super Admin CMS for authoring blocks.

 GAMR PLATFORM — LIVE

Juego Studios · **GAMR active-play console** — an eight-direction PlayPad floor mat for Android TV and Apple TV. A launcher shell plus seven movement games for families and players aged six to twelve.



GAMR Hub

Launcher & Progression Shell · Android TV, Apple TV

Front door to the console: player profiles, the shared coin economy and progression across the seven-game library, designed for stand-up, low-text play.



Asteroid Surf

Endless Space Dodger · PlayPad

Eight-direction stomp dodging against ballistic hazards, drones and gravity wells. Single-life endless runs with per-game local leaderboards.



Rooftop Parkour

Endless Runner · PlayPad

Procedurally stitched city skyline; read each obstacle and stomp the matching direction. Power-up system, scoring economy and difficulty ramp.



Music Catcher

Rhythm Arcade · PlayPad

Eight radial lanes flowing into a central hit ring. Five note types, four timing windows, BPM-synced beat maps and three-strike music degradation.



Spell Circle

Wave Defense / Pattern Matching · PlayPad

Stomp runes to cast single and multi-step spells. Cursed-rune hazards, combo streaks, and armoured knights and boss dragons from wave five.



Goalkeeper Blitz

First-Person Reaction Sports · PlayPad

Shot spawn, telegraph, input, outcome. Arcade and Penalty Shootout modes tuned to two-to-five minute living-room sessions.



Fruit Smasher

Casual Arcade · PlayPad

Fruit rolls in from eight directions; bomb hazards cost a life, a combo multiplier scales to 5x, and a Fruit Frenzy burst opens a bonus window.



Balloon Pop Frenzy

Casual Reflex · PlayPad

Balloons rise through eight vertical zones. Three sizes, gold and bomb variants, a three-life system and a progressive speed ramp.

 EDUCATION

Game Design & Production Management

Rubika Supinfogame (formerly DSK Supinfogame)

2011 – 2015

The Cambridge School

2009 – 2011

St. Xavier's School

1996 – 2008

 INTERESTS

-  Gaming
-  Photography
-  Music
-  Writing
-  Documentaries

☆ PUBLISHED TITLES — MOBILE, SOCIAL & PC

- 

Spades Masters

YallaPlay · iOS, Android

Game Designer

Free-to-play Spades card game.
- 

Rummy Tales

HGMM · iOS, Android

Lead Game Designer · Producer · UI/UX · Marketing · QA

Free-to-play casual rummy card game.
- 

STAR Play

HGMM & Blue Bat Games · iOS, Android

Game Designer · Backend System Design · UI/UX

Social casino built for The Star Entertainment, the Australian hotel and casino group. Designed the entire container, feature set and UI.
- 

Hard Rock Social Casino

HGMM & Blue Bat Games · iOS, Android

Game Designer · Backend System Design · UI/UX

Social casino built for the Hard Rock hotel and casino chain. Designed the entire container, feature set and UI.
- 

GSN Casino: Video Bingo

GSN Games · iOS, Android, Facebook

Game Designer · Level Design · Sound Balancing · Copywriting

Social bingo title. Designed monthly time-limited content, each month introducing a new mechanic to drive retention and replayability. Grew into a multi-million-dollar revenue game and the benchmark for bingo on iOS and Android.
- 

GSN Casino: Stars & 7s

GSN Games · iOS, Android

Game Designer · Sound Balancing

Classic 3-reel slot with a single-tier progressive jackpot feature.
- 

GSN Casino: Heart of the Phoenix

GSN Games · iOS, Android

Game Designer · Sound Balancing

5-reel slot with three tiers of progressive jackpots and a free-spin feature.
- 

GSN Casino: Luck O' The Emerald

GSN Games · iOS, Android

Game Designer · Sound Balancing

Fully 3D 3-reel stepper slot with a nudge special feature.
- 

GSN Casino: Deal or No Deal — Jackpot Edition

GSN Games · iOS, Android

Game Designer · Sound Balancing

First licensed product. A 5-reel slot with multiple bonus features: the Deal or No Deal jackpot, free spins and a bonus suitcase feature.
- 

GSN Casino: Stars & 7s Stacks

GSN Games · iOS, Android

Game Designer · Sound Balancing

Fully 3D stepper slot with dynamic-coloured reels, a free-spin mode and a free-spin picker feature.
- 

GSN Casino: Monthly Events

GSN Games · Facebook

Game Designer · Level Designer · Copywriter

Two new events designed every month, with task-based mechanics linking a host of slot games to raise DAU on individual titles and retention across the app.
- 

Ninja vs Aliens

Migoí Studios · PC

Game Designer · Level Designer · UI Designer · Programmer

First published game. A 2D platformer in which the player, a ninja, defends the world from an alien invasion.
- 

Kim's Christmas

Migoí Studios · PC

Game Designer · Level Designer · UI Designer · Programmer

Endless 2D side-scroller in which the player drops gifts down chimneys on Christmas Eve.
- 

Bird Attack

Migoí Studios · PC

Game Designer · Level Designer · UI Designer · Programmer

Level-based 2D shooter with escalating difficulty, spawning more birds with varied flight patterns as the player progresses.

⚡ CAREER HIGHLIGHTS

- Multi-Million-Dollar Title

Grew GSN Casino's Video Bingo into a multi-million-dollar revenue game and the benchmark for bingo on iOS and Android.
- Licensed Brand Builds

Designed the full container, feature set, backend systems and UI for The Star Entertainment and Hard Rock social casinos.
- Platform Migration & LiveOps

Supported GSN Casino's Facebook to iOS/Android port and ran the monthly event cadence that carried DAU and retention across it.