

Gustavo Alejandro Ruiz González

Game designer & Producer | Master's degree in artistic project management

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Personal profile

Hi! I'm a game designer and producer with experience creating engaging gameplay across VR, PC, mobile, and indie titles. Skilled in systems, progression, and puzzle design, I combine creative problem-solving with analytical thinking to craft intuitive and memorable player experiences. I thrive in cross-disciplinary teams, collaborating from concept to launch to deliver polished, cohesive gameplay while supporting project goals and fostering strong team collaboration. Open to relocation.

Skills

Technical skills: Level design & blockout, combat encounter design. Game system design, implementation, and balancing. Intuitive UI/UX design. Visually focused and concise design documentation. Playtest conducting and iteration.

Soft Skills: Strong cross disciplinary collaborator and communicator with leadership and organizational abilities. Resilient and results oriented. Flexible, adaptable, and committed to continuous learning. Critical thinker with a data-driven mindset, analytical rigor, and strong attention to detail.

Software skills: Unity (C#), Unreal Engine 5 (Blueprints), Maya, Blender, Zbrush, GIMP, Inkscape, Figma, Miro, Adobe Creative Suite, Google Suite, Microsoft Office Suit, Notion, Jira, Trello, HacknPlan, Mantis, Perforce, Github, Fork, Unity DevOps, Audacity.

Languages: Spanish (native), English (fluent).

Experience

Chile Games Database | Founder | August 2025 - On going

- Founded the website designed to showcase Chilean video game talent to the world, generating more than 67,000 social media visits in 2026 and establishing partnerships with *Women in Games Chile*, *The Chilean Video Game Students Association*, *The Biobío Trade Association of Women in Digital Creative Industries*, *GameDev Planet* and *Game Developers Valparaíso*.

El Pasante Elementalista | Lead designer and developer | March 2023 - February 2025

- Led the design of *El Pasante Elementalista* from concept through global launch, delivering a compelling fantasy puzzle game for a casual VR audience. At its peak, the game achieved 25,000 acquisitions and received positive reviews on Steam.
- Collaborated with and managed a 7-person team of designers and artists throughout the entire game development lifecycle, from ideation to the launch of numerous key features, while developing all systems and integrating all assets in Unity from scratch.

Cuento Corto Games | Game designer and producer | April 2025 - April 2026

- Designed and iterated 115+ levels, 30+ enemies and 5+ bosses for the metroidvania *Inara and the Balance of the Island*.
- Collaborated cross-functionally with teams of 10 developers and artists to ensure features were implemented cohesively and delivered on time.
- Conducted 15+ playtest sessions and analysis, leading a series of high impact redesigns that improved player retention and intuitive navigation.

GameDev Planet | Production assistant | September 2022 - On going

- Organized 50+ events promoting Chilean video game studios to the public and aspiring industry professionals, collaborating with organizations such as Riot Games, Video Games Chile, ProChile, Global Game Jam, XR Labs, Universidad de Chile, and over 80 Chilean video game companies.

Gamalytix | Game design consultant | January 2026 - March 2026

- Designed the procedural levels, progression, and achievements for the story mode of *Sketchy Drivers*, tailoring them to casual and achiever player profiles while ensuring a consistent flow of gratification and engagement.
- Designed and balanced the healing, cursing and buffing mechanics to create an interdependent combat ecosystem in *Heal'em Up*.

Gamelogic | Content designer | May 2023 - September 2024

- Reduced sprint cycles by 50% (from 4 weeks to 2 weeks) by taking on key senior management responsibilities
- Produced and designed multiple types of content as videos, screenshots and GIFs to market the *Gamelogic Unity assets* and *VR training simulation*. Which increased visits and sales by 25%.

Octeto Studios | Quality assurance | March 2023 - July 2023

- Designed, performed, analyzed, and logged multiple test cases and bugs for *Sky Oceans: Wings for Hire* using HacknPlan and Mantis.

Gamalytix | Game designer | August 2022 - March 2023

- Designed multiple skill trees featuring 30+ abilities each, 50+ game levels, and 5+ boss fights for *Heal'em Up*.
- Led 5+ interns to ensure the created content was aligned with the game's design pillars.

Insert Media | Game designer | May 2022 - July 2022

- Designed the game features and 20+ levels on *Golfing Cube*.
- Prototyped and iterated new ideas with the programmers team.

Game jam projects

¡Jack'A'Chamba! | Game designer and developer | Latin American Game Showcase GameJam 2026

- Designed the full game experience and developed it from scratch in Unreal Engine 5 using Blueprints, collaborating with a 5 person multidisciplinary team of artists and designers.

Hollow Reverie | Game designer and producer | Woman GameJam 2025

- Designed the main mechanics of the game and built the 5 levels of the game from scratch in Unity collaborating with a 7 person multidisciplinary team of artists and developers.

Romper la burbuja | Game designer and producer | Global Game Jam 2025

- Designed the narrative of the game and built the different scenarios in Unity collaborating with a 6 person multidisciplinary team of artists and developers.
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Education

Master's degree in artistic project management | University of Arts, Science and Communication | 2025 - On going

- Current grade: 6.5 / 7

Degree in Game Design and Development | University of Arts, Science and Communication | 2019-2024

- Final grade: 6.7 / 7

Traveled across the Americas and Europe | 2014 - 2024

- USA, Panamá, Colombia, Venezuela, Aruba, Curazao, Brasil, Chile and Spain.

Certifications

RT Dojo:

- Game Production (on going).

Google:

- Google UX Design (on going), Google Project Management (on going), **Google Prompting Essentials, Google AI Essentials.**

Udemy:

- Sculpting in Zbrush-Ultimate course (on going), **Unreal Engine 5 Blueprints Multiplayer CRASH COURSE, Unreal 5 Blueprint Tools for Artists, Unreal Engine 5 UI Design: Advance inventory system with UE5, Unreal Engine 5 de 0 a DIOS, Unreal Engine 5: Blueprints Development Course, Write a professional Game Design Document (GDD), Unreal Engine 5 Blueprints-The Ultimate Developer Course, Master in video game programming with Unity 6 and C#.**

Volunteering

Global Game Jam | Game design and production mentor | Global Game Jam 2026

- I assisted 50+ jammers with their game design and production challenges, while maintaining their autonomy and boosting their motivation.

Terrario de Caracas | Production assistant | January 2015 - January 2016

- Educated 500+ students from multiple institutions on the care, preservation, and risks of snakes and arachnids through school visits and talks.

Achievements

- **Awarded with the Grow with Google Scholarship 2025 (Chile)**, granting free access to Google Career Certificates on Coursera, a distinction received by only 15,000 individuals nationwide through a partnership with Talento Digital Chile.
- **Awarded with the highly competitive GDC Scholarship 2024**, selected as one of 10 recipients from Chile, enabling participation in GDC 2024 through the Latin Video Game Federation and Video Games Chile.
- **Awarded with the Chile Video Game Production Course Scholarship 2026**, selected as one of 50 recipients from Chile, granting access to the RT Dojo video game production course.

Hobbies

- **Games:** I enjoy playing roguelikes, narrative games, shooters, survival games, board games and cozy games. My favorite games are *A Plague Tale: Requiem*, *Fallout: New Vegas*, and *Cult of the Lamb*.
- **Books:** I enjoy reading about design, psychology, architecture and neuroscience.
- **Art:** I like painting, creating 3D models, and 3D sculpting.