

# 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.

## Skills

**Technical skills:** Game Design Documentation: GDDs, specs, and system descriptions. Systems Design & Balancing. Level Design, UX Flow & Level Structure. Rapid Prototyping & Experimentation. Game Configuration & Parameter Tuning. Market & Game Trend Analysis. Game Deconstruction & Competitive Research. Playtest Feedback Collection, Analysis & Integration.

**Soft Skills:** Strong cross disciplinary collaborator and communicator with leadership and organizational abilities. Resilient and results oriented. Committed to continuous learning. Critical thinker with a data-driven mindset 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

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

- Iteration – Designing more than 115+ levels, 30+ enemies and 5+ bosses for *Inara and the Balance of the Island*
- Mechanic prototyping – preparing prototypes for playtests of integrated mechanics.
- Planning – building a task scope based on the project vision, considering timelines and current development goals.

### Gamalytix | Game design consultant | January 2026 - March 2026

- Feature ownership – developing and writing feature concepts and sketches, researching and analyzing references for *Sketchy Driver*.
- Balancing – calculating combat system balance, creating automated spreadsheets for quick core balance adjustments.
- Core gameplay redesign – concepting, prototyping, and balancing the main game loop.

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

- Achieved 25,000 acquisitions and received positive reviews on Steam!
- Management – leading the game design team, assigning and tracking task completion.
- Documentation – writing high-level documentation based on the game vision.
- Prototyping – creating gameplay mechanic prototypes on paper and in greybox.

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## **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*.
- Feature development, concept writing, reference research and analysis.

## **Insert Media | Game designer | May 2022 – July 2022**

- Map design – Designed the game features and 20+ levels on *Golfing Cube*.
- Guide creation – writing workflow guides for different directions (config, level design, feature ownership) and documentation for tools

## **Chile Games Database | UI / UX designer and developer | August 2025 – On going**

- Founded the website designed to showcase Chilean video game talent to the world, generating more than 70,000 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*.

## **GameDev Planet | Production assistant | September 2022 – On going**

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

## **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**

- **Google UX Design**
- **Google Project Management**

## **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.

## **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.
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