

# Gustavo Alejandro Ruiz González

Game designer & production assistant | Master's in artistic project management

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Hi! I'm a game designer and production assistant who discovered my passion for game dev nearly 15 years ago through Skyrim modding. I bridge creative problem-solving with strategic resource management to build intuitive, fun, and polished player experiences. A lifelong learner driven by experimentation and active community contribution, I collaborate with multidisciplinary teams from concept to launch to hit project milestones and foster a cohesive workflow. By combining hands-on design, production discipline, and industry involvement, I am actively building toward my long-term goal of leading projects as a Creative Director.

## Skills

**Technical skills:** Game Design Documentation. Systems Design & Balancing. Level Design, UX Flow & Level Structure. Prototyping & Experimentation. Game Configuration & Parameter Tuning. Market & Game Trend Analysis. Game Deconstruction & Competitive Research.

**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, Unreal Engine 5, Maya, Blender, Zbrush, GIMP, Procreate, Inkscape, Figma, Miro, Adobe Creative Suite, Google Suite, Microsoft Office Suit, Notion, Jira, Trello, HacknPlan,, Perforce, Github, Fork, Unity DevOps, Audacity.

**Certifications:** Google UX Design & Google Project Management.

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

## Experience

### Wortise | Ambassador — Chile & LATAM | July 2026 - On going

- Tasked with expanding Wortise's presence across Latin America, I established partnerships with Chilean videogame studios, universities, and trade associations. I drove offline and online engagement through local events and active community management across social platforms. As a result, I grew brand engagement, established a consistent pipeline of new studio leads, and significantly improved developer feedback loops for the platform.

### El Pasante Elementalista | Game director | March 2023 - February 2025

- Product Success – Directed *El Pasante Elementalista* from concept to launch, reaching 8,000+ players first week and 25,000+ acquisitions over time with positive player reviews on Steam.
- Design Leadership – Managed the game design team by defining task priorities and tracking production pipelines, maintaining consistent scope throughout development.
- Documentation & Vision – Created comprehensive design documentation aligned with the game vision, ensuring clarity across design, art, and programming teams.

### Chile Games Database | Founder | August 2025 - On going

- Platform Launch & Growth – Recognized a gap in global visibility for Chilean developers; founded and launched a web platform showcasing Chilean game talent, generating over 90,000 social media visits in 2026.

- Strategic Partnerships – Tasked with building industry backing and reach; established formal partnerships with major regional entities, including Women in Games Chile, GameDev Planet, Game Developers Valparaíso, The Chilean Video Game Students Association, and The Biobío Trade Association of Women in Digital Creative Industries.

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

- Event Production & Growth – 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.

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

- Content Design & Iteration – To meet production scope for *Inara and the Balance of the Island*, designed 115+ levels, 30+ enemies, and 5+ bosses, delivering a fully fleshed-out gameplay experience.
- Project Planning – Established structured task scopes aligned with project vision and timelines, optimizing team workflow and keeping development goals on track.

#### **Gamalytix | Game design consultant | January 2026 – March 2026**

- Feature Ownership – Tasked with defining key player systems for *Sketchy Driver*; researched industry references and wrote complete feature concepts and sketches, providing clear design direction for the development team.
- Combat & Economy Balancing – Built automated mathematical spreadsheets to calculate combat mechanics, drastically cutting down adjustment times for core game variables.

#### **Gamalytix | Game designer | August 2022 – March 2023**

- System & Level Design – Built the content foundation for *Heal'em Up* by designing 50+ levels, 5+ boss encounters, and complex skill trees featuring 30+ unique abilities.
- Feature Specs & Research – Researched market references to conceptualize and write detailed feature specifications, streamlining implementation for cross-functional team members.

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

- Level & Feature Design – Designed core features and built 20+ levels for *Golfing Cube*, boosting content depth and gameplay variety.
- Process Documentation – Created standard workflow guides and tool documentation to improve team alignment and execution.

## **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

## **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.