Alejandro Melian

GAME DESIGNER · GAMEPLAY & SYSTEMS DESIGN

CONTACT

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Menorca, Spain · remote-friendly

SHIPPED TITLES

TransmuTowers — Steam, Edenic Era

Lylyland — mobile, Lyly Interactive

Bugs 'N Guns — Steam, Blink Shot

Cusco Paradox — itch.io, Indaga Studios

Escuela Kadabra — Innova

The Calling — Indaga Studios

DESIGN

- Combat, enemy & boss design
- Encounter & player experience design
- Gameplay systems & balancing
- Meta-progression & economy
- Level design & tutorials
- User research & playtesting
- Team leadership & production
- Agile methodologies, including Kanban
- Roadmapping, scope cuts, prototypes & MVPs
- Communicating project needs and progress to stakeholders and team leads

TOOLS & LANGUAGES

Unity · Unreal Engine · Three.js · Claude Code · Notion · Trello · spreadsheet balance models

Spanish / English (bilingual)

EDUCATION & TEACHING

Master's Degree — Game & Interactive Media Design
U-tad, Madrid, Spain · October 2023

Bachelor's Degree — Industrial & Product Design
Savannah College of Art and Design, Savannah, GA · 2019

Professor — Game Design Fundamentals
U-tad, Madrid, Spain

PROFESSIONAL SUMMARY

Game Designer and Producer with over 6 years of experience across gameplay systems, encounter design, and player experience on 2D and 3D titles for mobile and PC. Experienced leading teams of 6 to 16 people across design, engineering, and content, and owning end-to-end product development from concept through balancing, production, and launch. Hands-on experience in Unity and Unreal Engine, with a Master's in Game and Interactive Media Design.

WORK HISTORY

Gameplay and Systems Designer
June 2024 – Present

Edenic Era · TransmuTowers, roguelite tower defense × survival, Steam · team of 9

- Built spreadsheet balance models across towers, enemy scaling, meta-upgrades and in-session power-ups; cut redundant resource and currency loops out of the economy.
- Onboarded mid-production, ran a design audit, and rebuilt meta-progression and power-ups on existing systemic architecture, cutting development time.
- Overhauled the tower roster to remove functional overlap, and detailed level layouts, biome systems and enemy and boss variety.
- Ran user research on friction points, improving feedback, tooltips and QA systems.

Product Manager – Engagement System Designer
May 2024 – March 2025

Lyly Interactive, Lima · Lylyland, gamified mobile app

- Designed, documented and balanced over 9 casual mobile games — difficulty curves, pacing directors, resource economies — leading one programmer and one artist on modular design systems that held a cadence of a finished game every two to three weeks.
- Designed the meta-progression and phygital quest system — incentive design that gamifies real-world behaviour to drive users into physical partner stores.

Game Designer – Associate Producer
November 2023 – May 2024

Divertifica · Madrid, Spain

- Managed a team of 6 developing an educational narrative video game that teaches university students about Macbeth.

Game Designer / Producer · Co-founder
February 2023 – November 2023

Blink Shot, Spain · Bugs 'N Guns, co-op third-person shooter, Steam · team of 16

- Set the original vision and directed production from alpha to beta across 16 artists, programmers and designers.
- Designed four elemental weapons, enemy AI behaviours and a bespoke aim-assist system; flying enemies drop only to combined fire, making co-op a requirement, not an optimisation.
- Owned gameplay, level and narrative design; began as the vertical slice for a master's project at U-tad.

Game Designer / Producer
November 2021 – September 2022

Indaga Studios, Lima, Peru · Cusco Paradox and The Calling

- Designed block-pushing puzzle mechanics, level architecture and tutorials on Cusco Paradox, a narrative puzzle game delivered by four people in a one-month demo cycle.
- Wrote the GDD, ran user research and playtesting, animated characters, and worked gameplay, combat and encounter design on The Calling.

UX/UI / Game Designer / Illustrator / Animator
March 2020 – November 2021

Escuela Kadabra, Lima, Peru · educational 2D platformer, ages 9–12

- Hired for UX/UI and art and animation; also contributed minigames, levels, the creature system, game design and research on a title that raised real reading grades.
- Involved across the full process — ideation, prototyping, validation, and implementation — and participated in the product's marketing campaign and data analytics.

Game Designer / Animator
January 2016 – April 2016

Tullpi · Lima, Peru · two-person educational games startup

In charge of art style, UI development, game design, animation, and R&D.