



Ayesha Lindgren

Game Designer

Game designer with 6 years of experience spanning economy modeling, player onboarding design, and live-service monetization across multiple shipped titles. Redesigned a premium storefront and seasonal pass structure that contributed \$2.82M in quarterly revenue, and raised an onboarding tutorial completion rate from 63 to 81 points by restructuring guided encounters. Proficient in Unity, C#, Machinations, Jira, and Excel for systems balancing and progression design.

Location

Wahpeton, ND

Phone

(701) 555-0125

Email

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Education

North Dakota State University,
Fargo, ND
2016 - 2020
BS Computer Science

Key Skills

- Unity
- C#
- Machinations
- Jira
- Confluence
- Excel
- Figma
- Systems Balancing
- Economy Modeling
- Player Onboarding Design
- UX Research

Professional Experience

Game Designer, Iron Prairie Games LLC, Fargo, ND

2023 - Present

- Redesigned the premium storefront and seasonal pass structure for a live-service action RPG, contributing \$2.82M in quarterly revenue within the first billing cycle after launch.
- Raised the onboarding tutorial completion rate from 63 to 81 points by restructuring 14 tutorial steps into 9 guided encounters with contextual tooltips.
- Completed 3 projects on schedule across a 2-year window by maintaining weekly milestone reviews in Jira and syncing deliverables with art and engineering leads.
- Wrote supporting C# scripts for a companion mobile app that displayed player stats and inventory, syncing 1,740 player profiles per day across 4 locale builds.

Associate Game Designer, Sheyenne River Studios, Valley City, ND

2021 - 2023

- Designed a battle-pass reward track modeled in Machinations that generated \$871,300 in its first quarter, meeting the studio revenue target 12 days ahead of forecast.
- Improved the crafting tutorial completion rate from 58 to 77 points by replacing text-heavy prompts with interactive tooltips and a 4-step guided flow.
- Responded to an average of 46 player-reported UX issues per sprint by triaging email inquiries and routing confirmed problems to QA within 4 hours.
- Completed 2 milestone deliverables on schedule for a co-op survival title by coordinating task dependencies in Jira across a 9-person production team.

Junior Game Designer, Glacial Drift Interactive, Moorhead, MN

2020 - 2021

- Contributed \$547,800 in quarterly revenue by designing 3 limited-time event modes with unique reward loops that drove in-app purchases over a 90-day window.
- Worked with live-ops engineers to resolve 7 matchmaking server configuration issues, reducing average downtime from 3 hours 12 minutes to 38 minutes per incident.
- Built and balanced 11 progression spreadsheets in Excel covering difficulty curves, loot tables, and currency sinks referenced by designers and engineers throughout production.