

João Henrique Ramos

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RESUME SUMMARY

Senior Game Designer with 8+ years of experience, specializing in systems design, combat design, 3C, progression, and core gameplay. Currently Lead Game Designer on Profane, combining team leadership with hands-on design work across gameplay systems, balance, prototyping, and documentation.

WORK EXPERIENCE

INSANE – *LEAD GAME DESIGNER*

FEBRUARY 2023 – PRESENT

- Partner with the Game Director to define design direction and translate product goals into system priorities and team execution
- Led a team of game designers, ensuring alignment with project goals and creative direction
- Contributed to strategic project decisions, influencing priorities, scope, and overall product direction
- Oversaw the full design pipeline from concept to implementation, maintaining quality and consistency across all design areas
- Mentored and supported designers across all levels, fostering ownership, autonomy, and professional growth

INSANE – *SENIOR GAME DESIGNER*

AUGUST 2020 – FEBRUARY 2023

- Designed core systems for Profane, a sandbox MMORPG, including major gameplay loops, progression, economy, and balance structures.
- Designed third-person action combat and 3C features, focusing on responsiveness, readability, and moment-to-moment gameplay feel.
- Worked hands-on in-engine with Unity, scripting, and visual scripting to prototype systems, tune gameplay, and support implementation.
- Designed internal tools and workflows to streamline content creation and support design team autonomy.
- Authored design documentation and technical specs to support engineering, art, content creation, and cross-disciplinary implementation
- Created balance models for combat, progression, economy, and itemization systems
- Built AI behaviors using behavior trees to support dynamic PvE encounters

HOPLON – GAME DESIGNER

MARCH 2017 – JULY 2020

- Led the full design and implementation of four playable characters: Icebringer, Stargazer, Peacemaker, and Vulture
- Designed social features including Report, Friends, Mute, and Block systems to improve player interaction and safety
- Managed LiveOps character balance, leveraging player feedback and analytics to improve engagement and fairness
- Created feature proposals focused on improving player retention and match pacing
- Conducted UX tests to identify onboarding issues and improve first-time user experience
- Prototyped gameplay features using Unity and proprietary visual scripting tools

EDUCATION

UNIVALI – *Bachelor's in Digital Games*

2012 – 2016

SKILLS

Design Skills

Systems Design, Combat Design, 3C (Character, Camera, Controls), Game Balance, Progression Systems, Economy & Itemization, AI & Encounter Design, Sandbox/MMORPG Systems, LiveOps Balance

Technical Skills

Unity, Unreal Engine 5, Blueprints, Visual Scripting, C#, Google Apps Script / JavaScript, Spreadsheet Design & Automation, Behavior Trees