

# João Henrique Ramos

[jhramos22@gmail.com](mailto:jhramos22@gmail.com) | [www.joaohramos.com](http://www.joaohramos.com) | [linkedin.com/in/joaohenriqueras](https://linkedin.com/in/joaohenriqueras)

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## RESUME SUMMARY

Senior Game Designer with 9+ years of experience in systems design, combat, 3C, progression, and live game balance. Currently Lead Game Designer on Profane, a sandbox MMORPG, combining team leadership with hands-on ownership of core gameplay systems, prototyping, tuning, and implementation support.

## WORK EXPERIENCE

### **INSANE** – *LEAD GAME DESIGNER*

FEBRUARY 2023 – PRESENT

- Lead design direction and execution for Profane, aligning systems, combat, economy, progression, and content with the project's creative goals.
- Own and iterate on core gameplay systems, including combat, progression, itemization, crafting, gathering, and economy, from concept through implementation, tuning, and testing.
- Remain hands-on in Unity, prototyping, configuring, tuning, and validating gameplay systems through scripting, visual scripting, and spreadsheet-based balance models.
- Translate product and creative direction into specifications, balance targets, implementation plans, and cross-disciplinary workflows.
- Manage and mentor a team of game designers, setting priorities, reviewing work, and maintaining design quality across features.

### **INSANE** – *SENIOR GAME DESIGNER*

AUGUST 2020 – FEBRUARY 2023

- Designed and established core systems for Profane, including progression, economy, itemization, crafting, gathering, skills, NPC systems, and major gameplay loops.
- Designed third-person action combat and 3C features, focusing on responsiveness, readability, input feel, and moment-to-moment gameplay.
- Implemented, configured, and tuned gameplay systems in Unity using scripting and visual scripting to validate design assumptions and support cross-disciplinary development.
- Developed spreadsheet-based simulations and balance models for combat, progression, economy, itemization, and rewards.
- Designed internal tools and workflows that accelerated content creation and tuning, and implemented NPC AI behaviors using Behavior Trees.

## **HOPLON** – *GAME DESIGNER*

MARCH 2017 – JULY 2020

- Owned the design of four playable characters (Icebringer, Stargazer, Peacemaker, and Vulture) from concept and prototyping through implementation, tuning, and release.
- Prototyped gameplay features in Unity using proprietary visual scripting tools, collaborating with engineering and art throughout implementation.
- Managed LiveOps character balance using analytics and player feedback to improve fairness, engagement, and gameplay quality.
- Designed social and player-safety features, including Report, Friends, Mute, and Block systems.
- Conducted UX and onboarding tests to identify friction and improve the first-time user experience.

## **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, Gameplay Prototyping

### **Technical Skills**

Unity, Unreal Engine (UE5), Blueprints, Visual Scripting, Gameplay Scripting, C#, Google Apps Script / JavaScript, Spreadsheet Design & Automation, Behavior Trees