



Erol Şan Amaç

Game Designer
Systems & Economy

CONTACT

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📍 Open to Remote / EU timezone
📁 Portfolio — available on request

SKILLS

DESIGN

Core Loop LiveOps & Events Economy
Progression Monetization Level Design
Retention Game Balancing

CRAFT

Art Direction UI/UX Sound Design 3D / Blender
Narrative Creative Ads

LEADERSHIP & PROCESS

Team Lead Critical Thinking Research
KPI / Data Analysis A/B Testing Rapid Prototyping
GDD Writing

TOOLS

Unity Machination Photoshop Substance
Premiere

HOW I WORK

"May not have the answer yet — but I'll find it."

Relentless researcher · calm under live-ops pressure · patient iterator · ego-free feedback.

LANGUAGES

Turkish	Native
English	Fluent
German	A2

EDUCATION

Sep 2014 – Jul 2019
Communication & Design
Bilkent University, TR

Sep 2009 – Jul 2012
Film und Fernsehen
Dekra Media Akademie, DE

Erol Şan Amaç

GAME DESIGNER / SYSTEMS & ECONOMY

Shipped F2P titles · core-loop, economy & progression design · AI-as-mechanic · data-informed iteration

ABOUT ME

One of the first designers to ship generative AI as a core game mechanic — not an asset pipeline.

Mobile Game Designer and Art Director with 6+ years in casual, hybrid-casual, and F2P mobile development. Co-founded a studio (NoExit Games) that raised ~\$400K, and shipped multiple live F2P titles end-to-end — including **Cookingdom** (Match-3), **Restaurant Hole!**, and **Painter's Life**, one of the first mobile games to use generative AI as a core mechanic rather than an asset tool. Specialized in LiveOps and events, progression and economy design, retention-driven core loops, and data-informed iteration. Comfortable reading live KPIs — D1, D7, retention, monetization — and turning them into concrete design decisions. Led game design teams of 7–12 people. A background directing film and live theatre sharpens my grip on players' experience and on keeping many moving parts aligned. Across my career I've worn every hat — game, level, and sound design, plus creative and art direction — and led the specialists in each.

WORK EXPERIENCE

Co-Founder / Lead Game Designer & Art Director

NoExit Games

Jan 2021 – 2025

- Led a game design team of 7 (scaling to 10–12 with freelancers) — owned design direction, reviewed work, set standards, and grew the designers around me.
- Co-founded the studio and raised ~\$400K in investment (~10% for a ~\$4M valuation); shipped multiple live F2P titles from concept through live operation.
- Shipped **Painter's Life** — designed a core loop where players draw on-screen and generative AI transforms the sketch into a sellable artwork live, driving a reputation-and-economy progression system. One of the first mobile titles to use AI as a mechanic, not decoration.
- Added a **haggle/negotiation mechanic** to Painter's Life's selling loop (sell above or below value based on how well the player haggles) — improved retention and playtime over the base prototype.
- Shipped **Cookingdom** (Match-3) as lead designer — core mechanics, level progression, in-game economy, and monetization triggers from concept to live.
- Shipped the award-winning **Restaurant Hole!** — recognized with a 'Most Creative Concept' award at an industry festival; reworked level layouts for stronger visual readability, increasing player playtime.
- Designed and balanced LiveOps — events, limited-time content, and re-engagement flows on live titles; iterated on economy and pacing from live results.
- Led design and art direction across 50+ prototypes; designed ~60% of in-game levels portfolio-wide (est. 1,000+ levels).
- Maintained D1 ≥ 35% and D7 ≥ 10%, avg. playtime 15 min and 3 sessions/user, through core loop and progression design driven by live KPI analysis.
- Achieved CPI of \$0.25–\$0.80 across testing; produced and A/B-tested ~1,500 creative ads (video + playable), adapting to live performance data.
- Mentored and judged 5 game jams and consulted on external projects; supported emerging designers in rapid prototyping and pitching.

Game Designer / Art Director

Freelance

Jul 2019 – Jan 2021

- Transitioned from film production into game design; self-taught game art, coding, pipelines, 3D modelling, rigging, and animation.
- Built small-scale mobile prototypes across multiple game jams to sharpen mechanics-first design thinking.
- Completed commissioned mobile projects while building foundational Unity and design skills.

Professional Skills	
Game Design	CPI Optimization
Level Design	Team Lead
Core Loop Design	GDD Writing
LiveOps & Events	AI-as-Mechanic
Economy Design	Art Direction
Progression Systems	UI/UX Design
Monetization Design	Creative Ad Prod.
Retention Design	3D Modelling
KPI Analysis	Video Direction
A/B Testing	Narrative Writing
Achievements	
Industry Festival — Restaurant Hole!	
Co-founded NoExit Games (~\$4M val.)	
Painter's Life, Cookingdom, Restaurant Hole!	
Among the first on mobile — Painter's Life	
Game design team & freelancers	
Game / Level / Sound Design & Creative / Art Direction	
+ external project consulting	
Founder	

Work Experience (Continued)

Director / Creative Director

- It's Okay ProductionJan 2016 – Jul 2019
- **Managed and coordinated production crews of 5–50 members** across projects of varying scale and industry — keeping many disciplines aligned and delivering on time.
 - Directed diverse commercial work as Director, Creative Director, Art Director, Narrative Writer, Color Grader, and Sound Designer.
 - Worked with major brands including Nike, defence-industry clients, chambers of commerce, and the music industry — 10+ music videos and numerous commercials.
 - Handled the full pipeline: pre-production, on-set direction, post-production editing, color grading, and sound design.
 - Founded and directed the 2nd largest Turkish-language theater group in Germany during studies in Berlin — ran 90-minute live productions with 50-person crews and 16 performers, on nationwide tours. (LiveOps, in a strange way, before LiveOps.)

Key Projects

Painter's Life — Shipped (Live F2P)

- NoExit Games | Lead Game Designer
- Generative AI as a core mechanic: players sketch on-screen, AI renders a sellable artwork live, feeding a reputation-and-economy progression loop. Among the first mobile games to build AI into the mechanic itself.
 - Designed a haggle/negotiation selling mechanic (added after the base prototype) that improved retention and playtime.

Cookingdom (Match-3) — Shipped (Live F2P)

- NoExit Games | Lead Game Designer
- Led design over 9 months as primary designer — core mechanics, level progression, in-game economy, and monetization triggers from concept through live operation.

Restaurant Hole! — Shipped (Live F2P)

- NoExit Games | Game Designer & Art Director
- Shipped casual title recognized with a 'Most Creative Concept' award at an industry festival.
 - Reworked level layouts for visual readability and appeal, lifting player playtime.

Inner Voice — In Development

- Solo Indie Project | Unity | Narrative Adventure
- Solo developer handling design, level design, art direction, and programming end-to-end.

50+ Casual & Hybrid-Casual Prototypes

- NoExit Games | 2021–2025
- Designed and iterated 50+ titles; personally owned ~25–30 concepts from GDD to playable prototype across core loop, level, UI/UX, monetization, and creative-ad strategy.

What I Bring

- **End-to-end design ownership** — from concept GDD to live KPI iteration, I've handled every stage of the mobile F2P lifecycle.
- **Design authority & team leadership** — I've worked as game, level, and sound designer and as creative and art director, and led the specialists in each; on a team of 7–12 I made the calls, owned outcomes, and grew people.
- **AI-forward instinct** — I use AI as design substance, not slop; I've shipped it as a mechanic.
- **Data-driven decisions** — I read retention curves and CPI the way I read a script: looking for what breaks the story.
- **Cross-discipline fluency** — art, level, game, and marketing design under one roof: fewer handoff gaps, faster iteration.