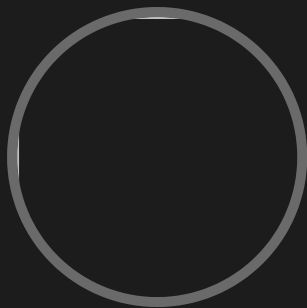




Erol Şan Amaç

Level & Puzzle
Designer

CONTACT

✉ esanamac@gmail.com

☎ +90 530 327 22 46

🌐 Open to Remote / EU timezone

📁 Portfolio — available on request

SKILLS

LEVEL & PUZZLE

- Level Design
- Puzzle Design
- Difficulty Curves
- Pacing
- Progression
- Match-3
- Level Readability
- Playtesting

CRAFT

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

SYSTEMS & PROCESS

- Economy
- Retention
- KPI / Data Analysis
- A/B Testing
- Rapid Prototyping
- Team Lead
- 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

LEVEL & PUZZLE DESIGNER

1,000+ shipped levels · Match-3 & puzzle progression · difficulty curves, pacing & readability · data-tuned

ABOUT ME

Designed an estimated 1,000+ shipped levels — puzzle progression, difficulty curves, and layout readability, tuned from live data.

Level and puzzle designer with 6+ years in casual and F2P mobile, shipping live titles end-to-end. Designed ~60% of in-game levels across the portfolio — an estimated 1,000+ levels — spanning **Match-3 / puzzle progression** (Cookingdom) and layout-driven casual play (Restaurant Hole!). Focus on difficulty curves, pacing, level readability, and the moment-to-moment player experience, always tied back to retention and playtime data. Comfortable reading live KPIs (D1, D7, playtime) and re-tuning level flow and difficulty from what the numbers show. Also shipped **Painter's Life**, one of the first mobile games to use generative AI as a core mechanic. A background directing film and live theatre sharpens my sense of pacing and how a player moves through a designed space.

WORK EXPERIENCE

Co-Founder / Lead Game Designer & Art Director

NoExit Games

Jan 2021 – 2025

- Designed ~60% of all in-game levels portfolio-wide — est. 1,000+ levels across Match-3 / puzzle and casual titles, tuning difficulty curves and pacing.
- Shipped **Cookingdom** (Match-3) as lead designer — puzzle mechanics, **level progression and difficulty structure**, and economy, from concept to live.
- Reworked Restaurant Hole! level layouts** for stronger visual readability and appeal — increasing player playtime.
- Re-tuned level flow, difficulty pacing, and progression gates from live KPI analysis (D1, D7, playtime, session count).
- Shipped **Painter's Life** and designed a haggle/negotiation selling mechanic that improved retention and playtime over the base prototype.
- Led a game design team of 7 (scaling to 10–12 with freelancers); owned design direction and reviewed level work.
- Co-founded the studio and raised ~\$400K (~10% for a ~\$4M valuation); shipped multiple live F2P titles.
- Designed and iterated 50+ prototypes; validated fast, killed weak ideas early, doubled down on what played well.
- Maintained $D1 \geq 35\%$ and $D7 \geq 10\%$, avg. playtime 15 min, through level and progression design.
- Mentored and judged 5 game jams and consulted on external projects.

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	
Level Design	Retention Design
Puzzle Design	KPI Analysis
Difficulty Curves	A/B Testing
Pacing	Rapid Prototyping
Match-3 Systems	Team Lead
Progression	GDD Writing
Level Readability	AI-as-Mechanic
Playtesting	Art Direction
Economy Design	UI/UX Design
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

- **High-volume level craft** — ~1,000+ shipped levels means I know how to build, tune, and pace at scale without losing quality.
- **Puzzle & Match-3 fluency** — mechanics, difficulty structure, and progression gates designed from concept to live.
- **Readability & player experience** — I rework layouts for clarity and flow, and I can measure the playtime lift it creates.
- **Data-driven tuning** — I re-balance difficulty and pacing from retention and playtime curves, not guesswork.
- **Systems context** — I design levels with the economy and core loop in mind, so progression and monetization stay coherent.