
SHASHANK UPPALIKE

SENIOR NARRATIVE DESIGNER | CREATIVE DIRECTION

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PROFESSIONAL SUMMARY

With 7+ years of experience in the game design industry, I've garnered a deep understanding of content production workflows, game development life cycles, and inter-department collaborations on an organizational level.

As for narrative expertise, I thrive at building narrative systems that can channel storytelling through world building, gameplay and mechanics which are unique to the project at hand. I am an ardent student of narrative design and take great pleasure in discovering storytelling possibilities in any medium.

Collaboration with Artists, Devs, QA teams and Producers has been my pivotal strength, that helps navigate production realities, constraints and not so obvious opportunities.

WORK HISTORY

Senior Narrative Designer, 08/2021 - Current

Softgames Mobile Entertainment Services GmbH – Berlin, Germany (Remote)

- Led narrative design across multiple titles (*Solitaire Home Story*, *Match 3 Garden*, *Matching Moments*), shaping long-running interconnected storylines, recurring characters, several world locations and event driven narrative content delivered at a weekly live-ops cadence in multiple languages.
- Owned narrative production end-to-end, coordinating with writers, artists, designers, artists and QA to integrate narrative assets into cohesive player experiences.
- Mentored and guided junior narrative designers, writers and artists, establishing clear narrative direction, feedback loops, and quality standards.
- Built narrative systems, guidelines, and documentation to support long-term content scalability and quality.

- Designed narrative-focused analytics frameworks to evaluate player engagement and retention, using insights to iterate on story structure, pacing, and delivery.

Narrative Designer, 03/2021 - 07/2021

Games24x7 – Bengaluru, India (Remote)

- Contributed to the studio's first story-driven title (*Pet Haven*), supporting the development of narrative content from early concept through implementation.
- Collaborated closely with game design, art, and content production teams to integrate story, characters, and visual storytelling into gameplay.
- Assisted in narrative conceptualization, scriptwriting, character development, level context, and screen direction, gaining hands-on experience in commercial casual game production pipelines.

Narrative Designer, 04/2019 - 02/2021

SplashLearn – Gurgaon, India

- Co-created elements of the studio's fictional IP, including characters, world locations, in-game text, and dialogue.
- Designed narrative-driven content across multiple educational games, using storytelling to frame gameplay objectives for Grades 1–5.
- Contributed to brand narrative and in-app communication, aligning story tone and voice across player-facing and parent-facing experiences.

Story Writer Intern, 06/2017 - 08/2017

Videogyan Studios Private Limited – Bengaluru, India

- Scripted episodic animated content, assisted with art direction and sound design

EDUCATION

Master of Design: Digital Game Design, 07/2019

National Institute of Design, R&D Campus - Bengaluru, India

Bachelor of Arts: Game Design (Exchange Semester), 01/2018

Zurich University of The Arts - Zürich, Switzerland

Bachelor of Engineering: Electronics And Communications, 05/2015

St. Joseph Engineering College - Mangalore, India

SKILLS

- Dialogues, screenplays and scriptwriting
- Visual storyboarding and prototyping
- Elite communication and presentation
- Cross-disciplinary collaboration
- Professional mentorship and guidance
- Art and narrative direction
- Feature design and management pitches
- Analytical thinking and experimentation
- World building and documentation
- Humane empathy and leadership