

# Shashank Uppalike

## Narrative Designer

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Work experience of 5 years. Expertise in Interactive Narrative Design. Strong understanding of game systems, world-building, art direction, user interface & experience, and gameplay design. Mastery in conceptualizing the tone of experience and building unique narrative strategies. Playing the heart and glue of the content team to bring together Design and Art, amid constraints and conflicts, to uphold the storytelling experience.



## Work History

### Aug 2021 - Narrative Designer

Current

*SOFTGAMES - Mobile Entertainment Services GmbH, Berlin*

- 2 Games: "Solitaire Home Story" - casual solitaire game + world decoration meta-game + story. "Match 3 Garden" - casual Match 3 game + world decoration meta-game + story.
- Lead Narrative designer - leading a team of writers and guiding a team of artists while overseeing the production of storylines, narrative events, environment art, character art, animations and player interactions.
- Established narrative guidelines specially designed for the project to ensure a smooth and continuous production process.
- Delivering a new story chapter every 2 weeks, and new world locations every 2 months.
- Analyzing player data and using it to understand the narrative impact on engagement and retention metrics of the project.

### Mar 2021 - Narrative Designer

Jul 2021

*Games24x7, Bangalore*

- Game: Pet Haven for Android - casual bubble shooter + home decoration.
- Worked as a narrative designer, closely coordinating with game design, art and content integration teams
- Overseeing story experience from conceptualization to execution, working on screenplay writing, visual storytelling, character design, level design, and screen direction.
- Created a positive impact on team building by empowering individual team members to make meaningful decisions and uniting them together under common game objectives. Delivered and maintained qualitative consistency across the project.

### Apr 2019 - Narrative Designer

Feb 2021

*SplashLearn, Gurgaon*

- Product: SplashLearn App - a collection of mini-games and interactive media designed for early childhood education.

- I worked as the only Narrative Designer: Co-created parts of SplashLearn's fictional IP. Worked on multiple educational games, expanding on world locations, character designs, level designs, game mechanics and stories.
- Wrote the screenplay for their RPG math facts pilot
- Gamification and Narrative Design of the overall learning App.

**Jun 2017 -  
Aug 2017**

### **Story Writer Intern**

*Videogyam Studios Pvt. Ltd., Bangalore*

- Wrote scripts for several episodes of animated stories.
- Assisted on-screen direction and music design.



### **Skills**

- Project visualisation and planning
- Organised game writing and documentation
- Design and player experience analysis
- Verbal and written communication
- Coordination and cooperation with multiple teams



### **Education**

**Jul 2016 -  
Mar 2019**

#### **Master of Design: Digital Game Design**

*National Institute of Design, R&D Campus - Bangalore, India*

**Sep 2017 -  
Jan 2018**

#### **Bachelor of Arts: Game Design, Exchange Semester**

*Zurich University of The Arts - Zurich, Switzerland*

**Jul 2011 -  
May 2015**

#### **Bachelor of Engineering: Electronics And Communication**

*St. Joseph Engineering College - Mangalore, India*



### **Certifications**

**Aug 2018**

Transmedia Storytelling: narrative worlds, emerging technologies and global audiences, UNSW Sydney - Propelling Narrative across multiple media; designing narrative as per strengths and constraints of given medium, curating unique interaction points for audiences.



### **Hobbies**

- Hosting events, public speaking and presentations.
- Thinking and learning about Philosophy, Astrophysics, Psychology, History and Futurism
- Analysis and critique of Videogames and Movies.