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# SHASHANK UPPALIKE

## SENIOR NARRATIVE DESIGNER

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### PROFESSIONAL SUMMARY

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Having studied Game Design, I specialized as a Narrative Designer and worked on storytelling frameworks for various games, products and media over the last 7 years. I manage narrative production workflows across departments and aspire to grow as a Creative Director.

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### SKILLS

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- Research and conceptual comprehension
- Scriptwriting and narrative construction
- Critical thinking and argumentation
- Cross-disciplinary collaboration
- Elite written and verbal communication
- Visual storyboarding and presentation
- Humane empathy and leadership
- World building and documentation

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### WORK HISTORY

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#### 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
- 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

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## EDUCATION

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**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