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# SHASHANK UPPALIKE

## SENIOR NARRATIVE DESIGNER

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### PROFESSIONAL SUMMARY

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I'm a Senior Narrative Designer, with a strong foundation in Game Design and a growing experience in Creative Direction.

With over 5 years of experience in casual, Live Ops, and event driven story games, I hold a sound understanding of content production workflows for serialized IPs. I work closely with design, art and product leads to define scopes, oversee pipelines and develop stakeholder relationships to help shape the product roadmap with narrative impact.

Having been the custodian of the narrative department in various teams, I've mentored junior designers and writers to learn and deliver at their roles while documenting frameworks and guidelines for seamless long term content delivery.

I also hold experience in designing story engagement dashboards in collaboration with data analytics teams to measure narrative impact on player behaviors for casual games and inform story creation processes.

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### SKILLS

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- 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

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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 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

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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