
SHASHANK UPPALIKE

WRITING | NARRATIVE DESIGN | CREATIVE DIRECTION

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PROFESSIONAL SUMMARY

I've built a career in Narrative Design for Videogames for close to a decade now. I have a Masters in Digital Game Design studies, and have worked across a wide range of genres like Educational games, Casual games and Indie games.

I'm a practitioner of building narrative systems for gameplay, to be able to curate storytelling for interactive systems at scale and build production pipelines for consistent and seamless content development.

My work style involves constant collaboration with Art, Design, Development, QA and Production to spec out requirements, creating briefs and prototypes, and managing deliverables into organised project plans.

WORK HISTORY

Senior Narrative Designer, 08/2021 - 07/2026

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

- Owned narrative production end-to-end across three live-service titles (Solitaire Home Story, Match 3 Garden, Matching Moments), writing 100+ chapters, making art briefs for characters, locations, props, and animations, spec'ing out narrative and game features for development, packaging self-contained narrative content drops, delivered on a weekly live-ops cadence across 8 languages.
- In the absence of a dedicated Narrative Lead, took on managerial responsibilities: setting the quality bar, scoping and resourcing writing and art efforts, and building production plans around time and resource constraints.
- Proactively flagged content, scope, and pipeline risks through close collaboration with art, design, engineering, and QA, resolving issues before they affected delivery timelines.
- Mentored and guided junior narrative designers, writers, and artists, establishing narrative direction, feedback loops, and quality standards as the team scaled.
- Built narrative systems, style guides, and production documentation to support tone-consistent, scalable content delivery across concurrent titles.
- Designed narrative-focused analytics frameworks to evaluate player engagement and retention, using data to iterate on story pacing, structure, and delivery.
- Co-implemented story and game content via the studio's proprietary game engine

Narrative Designer, 03/2021 - 07/2021

Games24x7 – Bengaluru, India (Remote)

- Co-owned the narrative design for the studio's first story-driven title (*Pet Haven*), supporting the development of narrative content from early concept through implementation.
- Worked directly on script-writing, plot ideation, world design, character design, art briefs and prototyping.
- Collaborated closely with game design, art, and content production teams to visualise and integrate story content into gameplay.

Narrative Designer, 04/2019 - 02/2021

SplashLearn – Gurgaon, India

- Created story-driven content for Grades 1–5, framing curriculum goals as gameplay, and building the SplashLearn universe where learning happens through play and experimentation.
- Co-created elements of the studio's fictional IP, including characters, world locations, in-game text, and dialogues across multiple educational games.
- Contributed to building brand narrative and IP for product and marketing campaigns.

Independent Narrative Designer, 08/2016 - Current

Self Employed – Remote

- Studied narrative design for games as a craft independent of genre, platforms or markets.
- Published "The Gamarative Framework" (Master's Thesis) - a player experience driven approach to conceptualising narrative content for interactive experiences.
- Worked on several independent projects to explore practical application of narrative design via prototypes.
- Started teaching narrative design to young aspirants via university lectures and a dedicated Youtube channel.

Story Writer Intern, 06/2017 - 08/2017

Videogyan Studios Private Limited – Bengaluru, India

- Scripted episodic story content for their animated series on Youtube
- Assisted with art briefing and audio briefing.

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

- Narrative tone and documentation
 - Project Management
 - Visual storyboarding and prototyping
 - Game and user experience design
 - Cross-disciplinary collaboration
- Systemic Narrative Development
 - World Building and Character Design
 - Dialogues and scriptwriting
 - Elite communication and presentation
 - Professional mentorship

SOFTWARE

Unity

Intermediate

DaVinci Resolve, Premiere Pro

Upper intermediate

Jira, Confluence, Notion, Google Work Space

Advanced

Photoshop, Pixelmator Pro

Intermediate

Audacity

Elementary

Articy, Ink, Twine

Upper intermediate