# Deepanjali Sarna (She/Her)

## Game Designer

www.deepanjalisarna.com

Gamer-turned-game designer, I conjure worlds fueled by stories, pixels, and the occasional cat cuddle. With experience designing for mobile F2P games, I specialize in levels, economies, and live ops. Launching player-facing features and refining them with data-driven magic. Blending creativity with strategy, I craft experiences that engage, retain, and delight players.


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## SKILL TREE

- Systems & Economy
- Progression & Balancing
- Narrative Design
- Live Ops & Events
- Retention & Engagement
- Social Media (Meta Suite)
- Monetization
- Level Design
- Prototyping
- Documentation
- Unity
- ASO

## SIDE QUESTS

**Site Organiser** — *Jan '22 - Present*
Global Game Jam - Bangalore

**zPride Studio Lead - India** — *Jan '23 - Mar '25*
Zynga's Queer ERG

**Community Manager** — *Nov '22 - Present*
Women in Games India (WIGIN)

**Member - Theme Committee** — *Nov '22 - Jan '24*
Global Game Jam

**Ambassador** — *May '21 - Present*
Women in Games (WIGJ)

**Senior Student Ambassador** — *Aug '18 - Aug '20*
Unity Technologies

## TALKS LOG

- Panelist - India GDC 2022 - Women in Games Panel.
- Panelist - Hyper Games Conference 2022 - Women in Games Panel
- Mentor - GirlsGame2 2023 cohort.
- Speaker - Outscal Design Talk 2021.
- Speaker - Techign Summit 2021.
- Speaker - Girlscript Summit 2020.
- Speaker - Unite India Student Summit 2018 &19.
- Speaker and Critique - West Virginia University for Interactive Media students.
- Speaker and Mentor - Presidency University Game Design students.
- Speaker - Dayanand Sagar University - Engineering Students

## ACADEMIC XP

**CMR University** — *2017-2020*
Bachelors of Computer Applications in Game & Mobile Software Development

## MAIN QUESTS

**Game Designer 1** — *Apr 2025 - Present*
**Liquidnitro Games**
- Level Designer on a top-charting multiplayer party game (10M+ downloads, ⭐4.5+ on Playstore and AppStore).
- Designed engaging, competitive levels to drive retention & fun.
- Focused on balancing tension, fairness & replayability, collaborating cross-functionally to bring live content to millions of players worldwide.

**Game Designer** — *Dec 2024 - Mar 2025*
**Zynga**
- Designer on Wonka Slots. Worked closely on improving Product metrics by focusing on Live features for Monetisation, Engagement and Retention.
- Drove the Daily events roadmaps, ASO and Social Media Marketing efforts.

**Associate Game Designer** — *Mar 2022 - Dec 2024*
**Zynga**
- Designer on Black Diamond Casino and Wonka Slots.
- Q/Q metrics improvements: ARPDAU +39%, Buyer% +11%, Spinner% +6%, Spins/Spinner +11%, Installs +12%
- Drove the efforts for new Wonka movie content integration.
- Planned Machine and live features roadmaps with the team.
- Mentored an Intern on end to end machine & feature design.

**Game Designer - Intern** — *Sept 2021 - Mar 2022*
**Zynga**
- Systems Designer on Wonka Slots.
- Worked majorly on Slot machines and its player experience.

**Junior Game Designer** — *Feb 2021 - July 2021*
**Whitebud Studios**
- Game and Level Designer for in-house game from scratch.
- Coordinated and Managed the Animation and Technical Art team for client work.

**Game Artist and Designer** — *Feb 2021 - May 2021*
**Goethe-Institut & Shiftung Digitale Spielekultur**
- 2D Artist and Narrative Designer on a Edu-game for Pre-teens and Teens in English and German named "Hack your Friends".
- Focused on Digital Literacy teaching players "How to choose the right Password" and "Social Media Privacy".

**Game Artist - Intern** — *Jan 2020 - Jan 2021*
**GSN Games**
- Technical Game Artist on Bingo Bash using Flash and Unity.