

Deepanjali Sarna (She/Her)

Game Designer

www.deepanjalisarna.com

Gamer-turned-game designer, powered by stories, pixels, and play. With experience in F2P games, I specialise in compelling stories, levels, economies, and live ops. Building engaging, data-driven systems that delight and retain players



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Hyderabad, Telangana, India

ACADEMIC XP



CMR University

Bachelors of Computer Applications in Game & Mobile Software Development

2017-2020 •

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

Global Game Jam - Bangalore

Jan '22 - Present •

zPride Studio Lead - India

Zynga's Queer ERG

Jan '23 - Mar '25 •

Community Manager

Women in Games India (WIGIN)

Nov '22 - Present •

Member - Theme Committee

Global Game Jam

Nov '22 - Jan '24 •

Ambassador

Women in Games (WIGJ)

May '21 - Present •

Senior Student Ambassador

Unity Technologies

Aug '18 - Aug '20 •

TALKS LOG



- Panelist - IGDC 2022 - Women in Games Panel.
- Panelist - HGC 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 & Critique - West Virginia University for Interactive Media students.
- Panelist - Parul University - GenZ Designers at work: Creative expectations, Digital engagement and Design evolution.
- Speaker - Dayanand Sagar University.
- Speaker & Mentor - Presidency University - Game Design Students

MAIN QUESTS



Senior Game Designer

Hitwicket

Oct 2025 - Present •

- Designing Live Ops for Hitwicket, one of the top strategy-led cricket games on mobile, driving monetisation, retention, and social engagement.
- Optimising events, offers, and reward systems to influence player behaviour and virality.
- Designing FTUE experiments to improve the learning experience for new players.
- Conducting user interviews to understand player's pain points.

Game Designer 1

Liquidnitro Games

Apr 2025 - Oct 2025 •

- 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 I Associate Game Designer I

Game Design - Intern

Dec 2024 - Mar 2025 •

Zynga

- Designer on Wonka Slots and Black Diamond Casino.
- Owned Live features improving monetisation, engagement, and retention.
- Drove Daily Events roadmaps, ASO, and Social Media Marketing initiatives.
- Drove the efforts for the new Wonka movie content integration.
- Delivered strong Q/Q improvements:
 - ARPDAU +39%, Buyer% +11%, Spinner% +6%,
 - Spins/Spinner +11%, Installs +12%.
- Planned slot machine and live feature roadmaps.
- Mentored an intern on end-to-end machine and feature design.
- Strong focus on systems design and player experience for social casino games.

Junior Game Designer

Whitebud Studios

Feb 2021 - July 2021 •

- 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

Goethe-Institut & Shiftung Digitale Spielekultur

Feb 2021 - May 2021 •

- 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.