



# XAN HISAM

SYSTEMS // NARRATIVE DESIGNER

3rd year Design & Production student. Actively looking for Systems Design and / or Technical Narrative Design internships from Q3 2022.

## //CONTACT

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Breda, Netherlands



## //EDUCATION



Breda University of Applied Sciences

B.Sc. - Creative Media and Game Technologies

2019 ~ 2023 (Expected Graduation)  
Game Design and Production track. Specializing in Systems Design and Narrative.

## //LANGUAGES

Urdu Native

English Fluent

Hindi Fluent (Spoken)

## //HARD SKILLS

Visual Scripting  
Systems Design  
General Game Design  
Data Analysis / Analytics  
UI / UX Design  
UX Testing

## //RECENT PROJECTS

Key Contributions

Present

**Dune Strider** // Unreal Engine

Technical Designer // September, 2021 ~ Present

- Concepted and prototyped for economy, camera and quests.
- Designed, implemented and iterated on a quest tool, allowing for more efficient development of quest content.
- Defined pipelines to improve workflows, with a focus on UMG in Unreal, helping the team make responsive, data-driven UI.

Sep. 2021

Jul. 2021

**Cabinet of Curiosities** // Stellar Engine (Custom) + Unreal Engine

Technical Designer // May, 2021 – July, 2021

- Worked closely with programmers to reduce their workload by defining custom engine constraints. Constraints were used to redesign game systems while keeping core game loop intact.
- Collaborated with two other designers to recreate the entire game in Unreal in less than three weeks to unblock playtesting and iteration (custom engine was not ready at the time).

May 2021

Apr. 2021

**Caught on Tape** // Unreal Engine

Technical Designer // February, 2021 – April, 2021

- Designed and implemented the interaction system and created all interactables in the game. Prepared pipeline documents to onboard other designers, enabling them to set up new ones.
- Collaborated on 3Cs and enemy AI. Made tools to set up enemy patrol paths and AI behaviours.
- Blueprinted a customizable scripted-event system alongside several other level design ingredients and tools, speeding up the level design process.

Feb. 2021

## //SOFTWARE AND TOOLS



PERFORCE

G Suite



Jira Software



miro

Office 365



Microsoft Teams

## // EMPLOYMENT HISTORY

Relevant Experience from Past Jobs

### // SOFT SKILLS

Interpersonal Communication  
Adaptability  
Creativity  
Multi-Disciplinary Collaboration  
Detail-Oriented

 Lahore, Pakistan // **Qlik Developer**  
April, 2016 – April, 2019



- Created applications for a variety of clients, ranging from logistics dashboards for a beverage company to human resource analytics for a university. Clients were communicated with directly during and after the deployment phase to ensure a satisfactory end-user experience, and for onboarding.
- Wrote and designed end-user manuals for created applications, along with relevant internal technical documentation where needed.
- Designed front-end interfaces to effectively display requested KPIs with useful analytics and related data. Integrated clients' own data reporting pipelines, cleansing and modelling incoming data for real-time analytics.

 **Producer** //  Lahore, Pakistan  
April, 2013 – January, 2016

- Led teams through the full-development cycle, including post-release support for all games released. Successfully produced a score of mobile games for kids, averaging 50,000 cumulative downloads per day.
- Managed QA and conducted internal playtests to gather hands-on data from a variety of sources.
- Observed various different analytics tools and playtest data to tweak games based on findings to increase player engagement and utility. Player churn was analyzed for each title, with problem areas identified and iterated on. Retention rate for the launch month of each title was improved twice over on average.
- Planned and assigned tasks to artists and programmers based on CPA in order to cater to bottlenecks and help them effectively meet deadlines.
- Built monetization models and continuously iterated upon them to find sweet spots, improving average revenue per user / download on a per title basis.

 Lahore, Pakistan // **Assistant Producer**  
October, 2012 – March, 2013



- Oversaw the production and subsequent release of 50+ small-scale mobile games for kids over the course of six months, successfully kickstarting their new mobile apps division, "Nutty Apps".
- Made reports for the app market to find less saturated genres with high download volume, which contributed to extremely high growth for their new titles. Helped push cumulative total downloads from 10,000 across all apps to over 30 million within a span of four months.
- Managed all first-party and third-party databases and consoles in use for the various different APIs integrated into the games.
- Monitored performance of released games on App Store and Google Play and logged relevant data, which was then used to determine best possible ASO techniques to continually improve the placement and visibility of games within the marketplaces.
- Analyzed and documented the performance of various ad networks to prepare new cross-app marketing strategies and to refine existing ones.