



JORDAN GRUENERT | SENIOR GAME DESIGNER

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SKILLS

Core Expertise:

- > Data Driven Design
- > Combat Design + Balancing
- > Economy Design + Balancing
- > Progression Design + Balancing
- > Data Analysis
- > LiveOps Strategy/Event Design
- > Feature Ownership (Concept → Live Optimization)
- > Design Documentation
- > Level Design
- > Storyboarding/Game Writing
- > Gameplay Mechanics
- > User Experiences
- > VR Design

Technical Tools:

- > Unreal
- > Unity
- > Excel Data
- > Twine
- > Jira/Confluence
- > Tableau
- > Perforce/GitHub

Scripting:

Blueprint	C#
Lua	Java (Unity)

Additional:

- > Photoshop/Illustrator/GIMP
- > Maya/Blender
- > OptiTrack Motive
- > Leap Motion

OBJECTIVE

Senior Game Designer with 6+ years designing and optimizing combat, economy, and LiveOps systems for top-grossing F2P mobile titles at Machine Zone (AppLovin). Experienced owning features from concept through post-launch optimization in large-scale live service environments. Strong background in PvP and PvE balance, progression modeling, virtual economy design, and retention-driven event strategy informed by D1/D7/D30, ARPDAU, conversion, and LTV performance metrics. Passionate about crafting engaging player experiences through innovative game, level, and narrative design.

STUDIO RELEASES

- **Final Fantasy XV: A New Empire (MZ - Live Service)** - Combat & Systems Designer
- **Final Fantasy XV: War for Eos (MZ - Live Service)** - Combat & Systems Designer
- **Reign of Vampires (MZ- Live Service)** - Combat & Systems Designer
- **Arizona Sunshine: Contagion Z (Nomadic)** - Combat & Level Designer for LBVR
- **Storyworld (Storyworld International)** - Tester & Design support for literacy app helping children with learning Mandarin, Spanish and English.

EMPLOYMENT

Machine Zone (Applovin) | Game Designer (11/2019-01/2025) - <https://www.mz.com/#1>

- Owned long-term PvP and PvE combat balance strategy across live environments, tuning for engagement, fairness, and monetization sustainability.
- Designed and shipped seasonal LiveOps events and systemic features supporting content cadence and revenue beats.
- Built and maintained multi-resource economy and progression models to forecast currency flow, inflation risk, and monetization outcomes.
- Partnered with product and analytics to evaluate D1/D7/D30 retention, ARPDAU, payer conversion, and churn drivers — translating data insights into balance adjustments and feature iteration.
- Modeled resource sinks/sources and progression pacing to optimize long-term player lifecycle engagement and LTV.
- Conducted post-launch performance reviews, identifying feature-level revenue and engagement impact.
- Mentored designers in balancing methodology, systems documentation, and implementation practices.
- Collaborated cross-functionally with engineering, product, monetization, and art teams to deliver features under aggressive live-service timelines.

Epoch Games | Lead Level Designer (06/2019 - 03/2020) | Level Designer (11/2018 - 06/2019) - <http://epochgames.co.uk/>

- Led level design direction for an open-world RPG project.
- Defined world-building standards, environmental storytelling guidelines, and gameplay flow.
- Directed task prioritization and review processes across the level design team.
- Partnered with systems designers and engineers to align environment design with core gameplay loops.

Nomadic VR | Junior Game Designer/Producer & QA Tester (07-11/2018) - www.blurtheline.com/

- Designed and validated interactive systems across digital and physical environments.
- Coordinated across teams to ensure project milestones and quality standards were met.
- Validated combat interactions, reproduce edge-cases, and ensure system stability across patch cycles.

ADDITIONAL EXPERIENCE

Independent Work | Game Designer

- Designed and prototyped gameplay systems and progression frameworks in Unreal and Unity to validate engagement loops and mechanical balance.

Last Fate (VR Puzzle Game, Leap Motion Integration) | Game Designer [Last Fate Page](#)

- Designed and implemented interactive puzzle systems integrating Leap Motion technology; collaborated cross-functionally to align design vision with technical execution.

EDUCATION

Academy of Art University. BFA. Game Development: Game Design. *May 2016*

University of California, Riverside. BA. Philosophy. *June 2012*