

Alejandro Baena

Technical Game Designer | Unity & C# Specialist

baenamejiasa@gmail.com | +34 691 129 603 | Portfolio: alejandrobnaenaportfolio.com

PROFESSIONAL PROFILE

Technical Game Designer with 4+ years of experience turning creative concepts into robust gameplay systems for PC and Mobile. Specialized in Unity (C#), systemic mechanics design, shader-driven visual effects, and high-fidelity rapid prototyping. Proven track record shipping a solo-developed mobile title from prototype to a commercially validated product — including crowdfunding, live analytics, and a registered brand. Founder of Kovu's Pride, bridging technical architecture with polished UX and narrative design.

PROFESSIONAL EXPERIENCE

Technical Designer / Game Developer — Lingokids Feb 2026 – Present · Madrid / Remote

- Designing and implementing technical gameplay mechanics and systems for a global-scale product used by millions of players.
- Managing professional workflows using SourceTree, GitHub, and CI/CD deployment pipelines via Jenkins.
- Collaborating across multidisciplinary teams via Slack to translate prototypes into production-ready environments.

Gameplay Programmer & Designer — AdaptEd Labs 2025

- Designed and programmed combat systems (hitboxes, AI) and data-driven tools using ScriptableObjects.

Game Developer — Aiontech Solutions 1 Year

- Translated logical/mathematical concepts into interactive gameplay mechanics and optimized UX flows.

FEATURED PROJECT — MASSBOUND (BACHELOR'S THESIS, 2026 — 10/10, HIGHEST HONORS)

A minimalist 2D puzzle-platformer for mobile where every move consumes the player's mass. Solo-developed in Unity from MVP to a commercially validated product as the capstone of a Bachelor's degree in Game Design & Digital Animation.

- Market validation:** raised €1,122 on Kickstarter and showcased the game live at the Salón del Videojuego de Madrid, gathering direct player feedback that shaped the mobile pivot.
- Brand & IP:** created and registered the Kovu's Pride trademark at EU level (EUIPO), managing the transition from personal project to commercial product.
- Technical art:** built custom Shader Graph pipelines from scratch — a CRT scanline filter, a selective glow/bloom shader, and a procedural adaptive-background system — to achieve a professional visual identity without a dedicated artist.
- Data-driven design:** integrated Firebase (Authentication, Firestore, Analytics) to track deaths, level completions, and session data, using a linked Google Sheet with 1,600+ recorded playtests to balance difficulty.
- Mobile UX migration:** redesigned the full UI/UX from console/PC to mobile — thumb-first navigation, adaptive layouts, and a rebuilt HUD — and shipped a second Arcade mode with a live leaderboard to boost retention.
- Monetization architecture:** designed a premium (non free-to-play) in-game shop with cosmetics, bundles, and time-limited offers, backed by a full virtual-currency and purchase-flow system.

TECHNICAL & DESIGN SKILLS

Design: Mechanics & Systems Design, Rapid Prototyping, Game Feel (Juiciness), UX Flows, Player Retention & Monetization Design

Engine & Dev: Unity (Advanced), C# (Architecture), Custom Editors, UI Toolkit / UGUI, Shader Graph

Backend & Data: Firebase (Auth, Firestore, Analytics), Data-driven Balancing, ScriptableObjects

Industry Tools: SourceTree, GitHub, Jenkins (CI/CD), Unity Version Control (Plastic SCM)

Workflow & Art: Slack, Figma, Blender (Basic–Intermediate), Aseprite

OTHER SELECTED PROJECTS

- Suevo's Rumble (Party Game):** technical implementation of a dynamic UI system and random level-selection logic.
- Savelli's Fate (2D Roguelike):** built a scalable stats and upgrade-system architecture driven by JSON.

EDUCATION & CERTIFICATIONS

- Universidad Loyola Sevilla** — Bachelor's in Game Design & Digital Animation (2026), Thesis grade: 10/10 with Highest Honors
- Loyola Marymount University (LA) — Exchange Program (GPA: 3.96/4.0)
- Certification: Introduction to Prompt Engineering (2025)
- Recognition: Selected playtester for Riot Games — 2XKO Alpha Build 2 (2025)

LANGUAGES

Spanish (Native) · English (Advanced / C1)