

# Nandini Gupta

## Senior UX Designer

Bengaluru, India

Open to relocation, visa sponsorship required | 30-day notice

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Senior UX designer with 7 years in design, owning features end to end in live games: economy, progression, live ops, FTUE and monetization. I start from the business goal and the metric we are moving, design the system and the screens together, and hand art and engineering work they can build in one pass.

## Work Experience

### Senior UX Designer | Scopely | May 2025 - Present

- Lead UX for WWE Champions, previously Looney Tunes World of Mayhem.
- Sole UX designer on a new PvE mode and its upgrade system, plan to launch in one month: Day-1 landed ~20% above revenue projection, with spend +9% and session length +15% against goal.
- Pressure-tested wireframes with AI grounded in game design and psychology sources, catching goal gaps early.
- Reworked the FTUE, level-skip offers and Endless Sale around player intent.

### UX Designer II | Gameberry Labs | Jul 2024 - May 2025

- Owned player experience for Backgammon Friends, a top 10 board game in the US and Turkey: onboarding, progression, Season Pass, VIP, Daily Login and live ops.
- Audited 5 games and replaced 7-8 button styles with one system, from library to implementation.
- Rebuilt the Season Pass and FTUE around what players must understand before they spend, and templated events with artists.

### UX Designer | Zynga | Jan 2023 - Jul 2024

- Designed two features for Wizard of Oz Magic Match, both briefed at +10% ARPU, shipped at +40.12% and +13.56%.
- Set the live-ops workflow for reward events across game design, product, art and engineering.

### UI Designer | m56 Studios | Oct 2020 - Dec 2022

- Designed the 101 saga map, the progression surface and visual assets of Hanx101 Trivia, which reached #3 on Apple Arcade.
- Set visual guidelines through stakeholder research across UK, Canada and India teams.

### Graphic Designer | SocialPilot | Jun 2019 - Sep 2020

- Created social media, campaign, and email visuals for digital marketing initiatives.

## Skills

Problem framing & metrics  
Economy & progression UX  
Live ops & monetization  
Information architecture & flows  
Design Systems  
Player usability & A/B testing  
AI-assisted research & prototyping

## Tools

Figma  
Unity  
Photoshop | Illustrator  
AI: Claude | Gemini

## Awards

Scopely Spot Award

Zynga Ideathon

Zynga Offsite Challenge

## Education

2015-2019

**B.Tech, Computer Science**  
UIET, Panjab University

## Languages

English (C1)  
Hindi (Native)