

Indigo Levy

| Gamer | Bookworm | Can maybe make you laugh

*probably more now

Senior Systems & Feature designer with 8+ years of experience across F2P mobile, PC and live-service games. Experienced in taking features from concept through to implementation, working with all disciplines, balancing design leadership with hands-on content creation. Background in progression, economy, content design and live player experience, with a focus on turning product goals and player behaviour into clear design priorities.

Spectarium | Senior Feature & Systems Designer

JANUARY 2026 - PRESENT

- Led the design of a F2P mobile & browser TCG from prototype through to soft launch, owning the game's systems, progression, economy and wider feature set
- Took features from initial concept and product goals through documentation, implementation, balancing and live iteration
- Acted as the primary community-facing developer throughout soft launch, managing player communications, gathering feedback, and monitoring live player behaviour
- Owned the analytics dashboard, including defining the metrics we tracked, using quantitative data to validate qualitative player feedback in order to determine design and product priorities
- Regularly reviewed live-game analytics including retention, engagement and player behaviour to identify friction points, validate design decisions, and prioritise iteration
- Took on project management responsibilities, defining feature and implementation priorities across engineering, art and QA, to ensure that the wider team always knew what to work on next
- Worked closely with the CPO to define long-term strategic direction, authoring a company-wide vision document that connected the immediate development priorities with the wider strategic direction of the business

Mr Kite | Senior Feature & Systems Designer

SEPTEMBER 2024 - DECEMBER 2025

- Worked as the Creative Director's right-hand, responsible for system and feature design across multiple interconnected live service projects all based in web, mobile and Unreal Engine
- Led features from early proposals and system diagrams through to specs, UX iterations and implementation support, defining core systems, progression, and player-facing features
- Translated high-level creative thinking into practical feature scopes and actionable designs for a 50-person multidisciplinary team
- Owned the design of a F2P platform where users can create 3D LLM characters from scratch, customising both visuals and personality, in order to engage with them through various gamification systems
- Involved in the hiring process for multiple key roles, including an Economy Designer and Producer, conducting initial interviews and providing leadership feedback throughout onboarding
- As well as high-level design and boots-on-the-ground content setup, put together several extensive GDDs covering the projects within the company's ecosystem, and how each fits together

Freelancing | Creative Consultant

JUNE 2024 - OCTOBER 2024

- [Spirits of Heartwood](#) | [Panda Cat Games](#)
 - Put together Miro boards and gameplay framework documentation for the design of a couch co-op puzzle game - resulting in a GDD with fleshed out designs for every system in the game, and diagrams representing how each system works and relates to each other

- **Middle Way Games**
 - Put together research, presentations and documentation for a game to help a group of vulnerable people improve their mental health
- **Extraordinary Friends**
 - Helped create a content plan and gameplay structure for a financial literacy game aimed at younger players, resulting in a full GDD, including detailed designs for all features and systems

Oxalis | Senior Narrative & Systems Designer

FEBRUARY 2022 - APRIL 2024

- A start-up working on a F2P PC life-sim RPG built in Unity called [Moonfrost](#) - trailer [here](#)
- Fully owned multiple features and systems concurrently - each requiring detailed documentation from proposal to spec, UX design, art and audio requirements as well as supporting other disciplines throughout the implementation pipeline
- Led the narrative design of the project, owning all systems and features related to narrative, and was a key stakeholder in approving marketing materials, character designs, environment artwork and sound design
- Designed features with a strong focus on content creation workflows, ensuring designers could create and iterate on content independently without requiring engineering support
- Created, configured and balanced content in-engine using these systems and tools, validating workflows and identifying future improvements

Mediatonic & Epic Games | Junior & Mid Designer

MAY 2018 - FEBRUARY 2022

- [Fall Guys](#) | **Epic Games**
 - A physics-based multiplayer battle royale PC/console game
 - Part of the effort to transition the game from premium to F2P
 - Owned several features to aid in the transition, including how to incorporate Twitch Drops which involved liaising with a contact at Twitch and putting together technical information on how to implement their systems into our game
 - Worked on the design of a new game mode including documentation, requesting art assets, and assisting engineers with feature questions
- [Yahtzee with Buddies](#) | **Scopely**
 - A F2P top-grossing casual live ops mobile game
 - Tasked with concepting and designing a tentpole feature - a large game mode from start to finish - including ideation, documentation, working with UX/UI designers, and supporting its implementation
- [Gears Pop!](#) | **Microsoft**
 - A F2P PvP live ops mobile game set in the Gears of War universe
 - Part of a two-person team in charge of content design, game balance and content setup
 - Fully responsible for our content management system, handling any questions on how branches worked, best practices, tutorials, and created a workflow on content merging between branches

Brunel University, London | Games Design & Creative Writing

2015 - 2018

- Received a First Class Honours for a joint degree in Games Design & Creative Writing
- Published a short story in a student anthology of selected writers from the creative writing department
- Published [a game](#) on Steam as part of a 3-month summer internship with Octopus 8 Studios

Additional Callouts

- An ambassador of Women in Games since 2020
- Speaker at Develop conference 2024
 - A solo presentation on my methodology for creating a cohesive storyworld, focused on exploring how narrative and systems can be designed to reinforce each other