

# Lamha Bijili

Senior Game Designer | Game UI/UX

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Experienced Game Designer with 4+ years in mobile F2P games, specializing in feature design, LiveOps, and game UI/UX. I bring a systems-thinking approach to game loops, economy balancing, and player engagement strategies. I've worked on hit titles at Zynga and Murka, and thrive in remote, cross-functional teams building engaging and scalable experiences.



<https://www.linkedin.com/in/lamhabijili/>



<https://www.behance.net/lamhabijili>



<https://www.lamhabijili.com>



Total Work Experience in F2P: 5 years

## Education

1. O Level Cambridge University (2010)
2. AS Level Cambridge University (2011)
3. A Level Cambridge University (2012)
4. **Bachelor in Design (B.Des) from National Institute Of Fashion Technology (NIFT), Bangalore (2013-17) GPA 7**
5. **Master of design (M.Des) in Game Design from National Institute of Design (NID), Gandhinagar (2018-2021) GPA 8**

PTE Score: 88/90 (Score Report Code: laa5e9TK0J)

## Recognition

1. Co Author of Published Research Paper in ACM library, UK and SIG CHI 2019 Finalist, held in Glasgow, Scotland: **Co Ed, A learning application to tackle digital illiteracy in India**
2. Co Author of Published Research paper in ACM Library for HCI and finalist at India Student Consortium: **IkigaiLand: Gamifies Urban Planning Experiences for Improved Participatory Planning**
3. Best Student Answer at HCI India 2021
4. Employee of the year at Zynga 2022
5. Employee of the month twice at Zynga in 2021

## Skills

**Software:** Miro, Figma, Adobe XD, Adobe Photoshop, Adobe Illustrator, Fusion 360, Adobe Indesign, Microsoft Suit, G suit,

### Core Skills and Tools

Game Systems Design · Feature Loops · LiveOps Planning  
UI/UX for Games · Player Retention · Onboarding Flows  
Monetization Design · Casino Mechanics · Economy Balancing  
Well-structured GDD Writing · Flowchart & Feature Flow Creation  
Figma · Unity · Confluence · Jira · Excel/Google Sheets

## Work Experience

1. **Murka**  
**Game Designer | 2023- Ongoing**
  - Designed and executed monthly LiveOps for Scatter Poker: planned recurring events, reward tuning, and deployment.
  - Designed monetization features like cumulative logins, streak-based rewards, free reward collections, and feature scaling based on player segmentation.
  - Led UI/UX refinement for event surfaces and player progression feedback.
2. **Bombay Play**  
**Game Designer | 2022-2023**
  - Designed and prototyped unique puzzle and match-based game concepts (e.g. Spot Match, Treasure Hunt).
  - Created GDDs, core systems, and early UX in collaboration with engineers and artists.
  - Delivered Spot Match, a math-puzzle game now live on the Play Store.
  - Contributed to feature pacing, tutorial flow, and monetization design across early-stage projects.
3. **ZYNGA**  
**Associate Game Designer | 2021-2022**
  - Worked on Game of Thrones Slots, Willy Wonka Slots, and Black Diamond Slots.
  - Shipped features for top-performing casino games like Game of Thrones Slots and Wonka Slots.
  - Prototyped and tuned in-game events and shop mechanics, collaborating with analytics and art.
  - Supported retention strategy through content pacing, reward systems, and feature iterations.
4. **ZYNGA**  
**Game Design Intern | 2020-2021, 6 months**
  - Conducted 6-month research on player behavior in gambling games.
  - Findings were published in the NID library.
  - Supported slot feature design in a fast-paced studio environment.