

About me

With over 9 years of experience in the gaming industry, I design engaging F2P mobile game experiences that balance player needs with product goals across diverse genres.

Experience

Senior UX Designer at Naturalmotion

United Kindgom | 2 years and 10 months

Leading UX for a large-scale racing title, driving cross-team alignment, mentorship, and a UX-focused culture.

Experienced UX Designer at Pikpok

New Zealand | 2 years and 7 months

Led UX for two titles, uniting data, research, and cross-team collaboration to improve player experience.

UI/UX Designer at Reliance Games

India | 2 years and 10 months

Led UX for top-grossing F2P titles, driving design from concept to implementation.

UI/UX Designer at Moonfrog Labs

India | 4 Months Internship

Strengthened core UX skills through hands-on experience in wireframing, iteration, and cross-functional collaboration.

UI/UX Designer & 2D Artist at Gameolic(Remote)

Uruguay | 1 Year

Strengthened core UX skills through hands-on experience in wireframing, iteration, and cross-functional collaboration.

Skills & Tools

Skills: UX Strategy & Vision, UX Direction, Design Systems & Scalable Frameworks, User Research & Data-Driven Design, UX Flow, Navigation & Information Architecture, UI Prototyping & Wireframing, User Testing & Validation, Stakeholder Communication & Alignment, Agile UX & Product Collaboration

Tools: Figma, Adobe XD, Protopie, Photoshop, Illustrator, Unity, JIRA, Source Tree - GIT, Hansoft, Perforce, SVN

Game Credits

Sequel to CSR2 (Unreleased)

Acting UX Lead on a soft launch title; managing 3 designers and improved features through data-driven collaboration.

Rival Stars Horse Racing | 10M+ Downloads

Led UX across production and live ops. Boosted session duration by 3.5% through Free Roam design and iterative improvements.

WWE Mayhem | 10M+ Downloads

Drove UX for a top-grossing F2P titles. Increased conversion by 2.8% with offer redesign and simplified purchase flow.

Drone Shadow Strike | 10M+ Downloads

Led UX design; cut tutorial drop-off by 2.6%, improving early retention with data-informed onboarding changes.

Real Steel WRB | 10M+ Downloads

Managed UX design, improving early retention by 3% and late-game retention by 4% through onboarding and elder features.

Education

Master in Game Art & Project Management

Rubika Supinfogame
India | 2014-16

Bachelors of Fine Arts

Rachana Sansad College, Mumbai University
India | 2009-13

Contact

 ninadaundhkar@gmail.com

 www.ninadaundhkar.com

 Ninad Aundhkar

 +44 07508322587