NIV KADRIA

Game Designer & Developer

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SUMMARY

Game designer and developer at Placebo Design Lab, building a mobile AR app in Unity from design to shipped code. Works across systems, interactive narrative and rapid prototyping, with a production background leading operations and training teams. M.Des in Digital Games Design & Development at Shenkar College.

SKILLS

- **Game Design:** Systems & level design, interactive fiction & narrative, game feel / juice, rapid prototyping, playtesting & iteration
- **Engines & Tools:** Unity (C#), AR Foundation, Ren'Py, Inky, Twine, Blender, Git & GitHub, Google Analytics 4
- **Programming:** C#, Python, Flask, HLSL / ShaderLab (shaders), AWS (S3, CloudFront, Lambda, Cognito)
- **Also:** Sound design & Web Audio, **AI-assisted content and production workflows**

EXPERIENCE

Game Designer & Developer — Placebo Design Lab
2026 – Present

- Design and build features for **Placebo**, a startup's mobile AR companion app for its coats, **launching this winter** (Unity 6, AR Foundation, iOS & Android)
- Built a **remote content system** so every settings, consent and legal text can be edited from a web page with no app update (AWS S3, CloudFront, Lambda, Cognito), designed to run at near-zero cost
- Lead **2 developers** and own **code review and merges to main**, working with several departments across the company

Event Operations Manager — Egged Heseim Ltd.
Apr 2022 – Present

- Directed logistics for conferences and events of **up to 1,000+ attendees**, owning scheduling, resourcing, and multi-stakeholder coordination end to end
- Built and shipped a **QR-code event check-in system** (Python / Flask / Twilio / Google Sheets), replacing a manual process

Product Manager — Our Liquid Creativity
Jan 2025 – Present

- Led product development of **Insect Dice Labyrinth**, a **story-driven strategy game**, running a cross-functional team of developers, designers and musicians in sprints and shaping core gameplay mechanics. Presented at multiple Israeli conventions and festivals.

Product Manager & Designer — Tel Aviv University Students Union
2023 – 2025

- Led research, design and build of **navigatau.com**, a campus map that has guided **6,600+ visitors** around Tel Aviv University; traffic **doubled in the past year (+110%)**, ranked **top 3** on Google

Commander, Magal Unit — Israel Defense Forces
2019 – 2022

- Led and trained **classes of 15+ recruits**, designing training frameworks from the ground up; recognized as **Outstanding Soldier in a Training Period**

SELECTED PROJECTS

Reflections — Bedtime Sanctuary App for Teens
Shenkar × Elem

- Owned **development, product management, and sound design** in a 3-person team, from concept to playtested build
- Ran playtesting that surfaced **unexpected cross-generational appeal** (adults engaged as strongly as teens), reshaping the audience and positioning

Ant-Tropic & Clyde — Workflow Satire Game
Team, Content Lead

- Designed the core loop and progression, including **"continuity missions"** that chain and reverse earlier tasks to escalate difficulty
- Authored **20+ missions and branching AI dialogue** as content lead, balancing readable dev-humor with fast, tab-switching play

*More interactive-fiction and Unity work (Like: Way Down Hadestown, **Whalo** playable-ad prototype, Convention Day, Did You Sign?, Yoru, ALAB) at nivkadria.com and niv-kadria.itch.io.*

EDUCATION

M.Des, Digital Games Design & Development — Shenkar College In progress

B.A., Sociology, Anthropology & Communications — Tel Aviv University

LANGUAGES

Hebrew — Native **English** — Fluent (C1)