

# Ricardo Carretero Vila

## Game Design Director - Systems & Economy Design Expert

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+34 667735137  
Spanish (EU)



2001 - 2004 EDIB School - Spain  
HND in Graphic Design and Multimedia

2018 - Barcelona  
Unity Certified Developer

2022 - Barcelona  
Machinations Expert Certificate

I'm a lifelong gaming enthusiast with a Higher National Diploma in Graphic Design and Multimedia since 2003.

In 2005, I began my professional journey as a game designer for handheld devices and soon focused on the mobile gaming market at an international company.

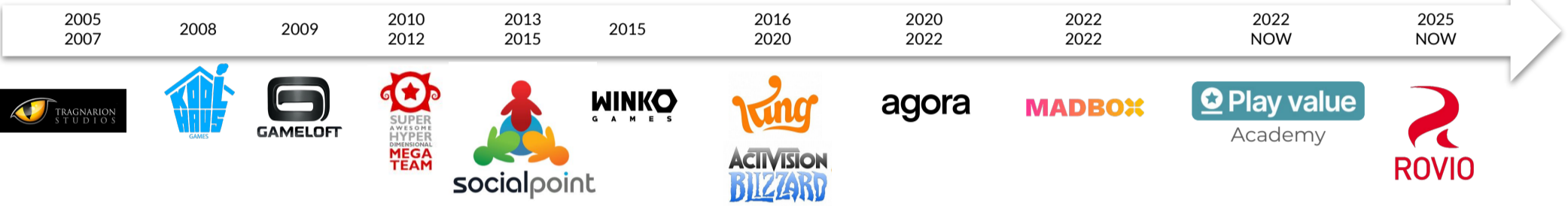
Since then, I have participated in the evolution of the mobile gaming industry, working with numerous companies and projects—many of them canceled—all while learning from the very best in areas such as creative vision, economy design and product strategy.

In 2022 I founded my own game design agency, [PlayValue.pro](https://playvalue.pro) to help studios align their monetization strategy with their creative vision, which has pivoted into professional Game Economy Online Course. Early 2025 I joined Rovio to lead the design efforts of one of their flagship titles inside the Angry Birds franchise portfolio.

### Areas of Expertise

- Creative Direction & Game Design
- Game Systems & Economy
- Machinations Certified Expert
- Mobile gaming market
- Workflows and Team dynamics
- Productive conversation

### Professional Career



### Games I've developed or managed in live operations

	iOS - Android - Facebook - WebGL Game Design Director		iOS - Android - Facebook Lead Game Designer
	Rebel Riders Android-SoftLaunch only Lead Systems & Economy Design		Supermagical iOS - Steam - PSVita Co-founder Lead Game Designer
	Pro Zombie Soccer iOS - Mac - Android Co-founder Lead Game Designer		Doodle Hex Nintendo DS Lead Game Designer
	Forge of Titans iOS - Android Design Director & Project Manager		Jurassic Hunter iOS - Android Lead Game Designer
	Real Soccer 2010 iOS Senior Game Designer		Scrabble Blast iOS - J2M Game Designer
	Madden NFL 2010 J2M Game Designer		IMP: Surf the music iOS Game Designer
	The Antique Shop PC - Mac - iOS Game Designer		Mystery Mansion Pinball iOS - Symbian - J2M Senior Game Designer

### Games I've supported with game and economy design (freelance & agency).



### Companies I've supported with game and economy design design

