

Maia Krulevich

Senior Game Designer

maia.krulevich@gmail.com | 647-625-0015 | [LinkedIn](#) | [Portfolio](#)

SUMMARY

Senior Game Designer with 12+ years of experience designing live-service systems across console, PC, and mobile titles, reaching tens of millions of players. Specialized in player retention systems, progression design, and live operations with a track record of delivering features that improve engagement, monetization, and long-term player retention.

SELECTED ACHIEVEMENTS

- Increased **D30 DAU by 33%** and improved **long-term retention by 15%** by redesigning progression and task systems on EA's *skate*.
- Designed and shipped a **large-scale sandbox world reaching 28M+ players**.
- Led Activity Design for *skate*.’s **first live event**, increasing engagement and daily active users.
- Delivered the **2022 FIFA World Cup** live campaign on *EA FC Mobile*, contributing to **200% download growth**.
- Increased revenue **30% in two months** through level redesign on *Wizard of Oz: Magic Match*.

SHIPPED TITLES

Console / PC

- *skate*. — World Design, Systems Design, Live-Ops Design, Live Events

Mobile

- *EA Sports FC Mobile* — Live Content Systems
- *Wizard of Oz: Magic Match* — Level Design Optimization
- *Wonka’s World of Candy* — Level Design
- *Kitchen Scramble 2* — Feature Design & Live Events
- *UNO & Friends* — UX & Tutorial System Design

PROFESSIONAL EXPERIENCE

Electronic Arts | Toronto, Canada (Remote)

Game Designer II | Skate. (Console, PC) | January 2023 - Present

- Led redesign of **progression and Tasks systems**, introducing 10+ task types and a full UI overhaul. Result: **+33% D30 DAU and +15% retention**.
- Designed and shipped a **large-scale sandbox world** reaching **28M+ players**.
- Pitched and led activity design for the **Skate-o-Ween live event**, coordinating a cross-disciplinary team.
- Designed **30+ live challenges**, using player analytics and playtests to optimize engagement.

Game Designer I | EA FC (Formerly FIFA Mobile) | June 2022 - January 2023

- Designed and implemented live in-game content, including campaigns, limited-time offers, and store promotions to enhance player engagement and retention.
- Led the live content rollout for the **2022 FIFA World Cup campaign**, coordinating rapid releases and limited-time promotions, **increasing downloads by 200%** in Dec 2022 and contributing to EA Mobile's **\$1.2 Bil net bookings** for that fiscal year.

Game Designer I | Unannounced (Mobile) | May 2021 - June 2022

- Ideated, implemented and presented innovative gameplay features for an unannounced mobile title, influencing the game's creative direction and overall design vision.

PopReach | Toronto, Canada (Hybrid)

Game Designer I | Kitchen Scramble 2 (Mobile) | February 2020 - August 2020

- Owned feature design and implementation in Unity, creating replayable live events that extended the lifespan of existing content and improved in-game revenue.
- Streamlined the world creation pipeline by implementing automation within the live content database, cutting world creation time by **50%**.

Zynga | Toronto, Canada (Hybrid)

Associate Game Designer | Mobile | July 2018 - September 2019

- Streamlined and scaled the level creation pipeline across multiple Zynga Match-3 titles, enabling faster content production and supporting continued year-over-year success.
- Analyzed gameplay data and iterated on level design for *Wizard of Oz Magic Match* to optimize key KPIs, driving a **30% revenue increase** from redesigned levels within **two months**.

Gameloft | Toronto, Canada (On-Site)

Game Designer Intern | UNO & Friends (Mobile) | May 2016 - August 2016

- Prototyped and implemented UI for a new instructional system, improving player onboarding and usability.
- Redesigned legacy content to align with the updated UI and modern UX best practices.

EDUCATION**Ontario Tech University**

Bachelor of IT Honours | Game Development and Entrepreneurship | Sept 2014 - April 2018

University of Waterloo

Bachelor of Architecture | Architectural Engineering | Sept 2010 - April 2014

References available upon request.