

Dan Pearce

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Senior Live Ops Designer | Monetisation & Systems Specialist

Creative, data-driven game designer with 14+ years' experience in mobile and console games. Expert in systems design, game economy balancing, and LiveOps monetisation strategy, with a strong track record of delivering features that drive engagement and revenue. Proven ability to lead design teams, collaborate cross-functionally with developers and artists, and iterate based on player feedback and analytics. Passionate about creating immersive experiences.

Areas of Emphasis

- Free-to-Play Design & Monetisation (IAP, Ads, Subscriptions)
- Game Economy Design & Balancing
- AI Workflows - Rapid tool creation and prototyping
- A/B Testing & KPI-Driven Iteration
- UX & UI Flow Design (Wireframes, Prototypes)
- Unity & Unreal Engine | LUA, JSON, Visual Scripting
- Systems & Progression Loop Design
- LiveOps: Seasonal Events, Retention Strategies
- Mentoring & Cross-Discipline Collaboration

Professional Experience

Spectarium - Senior Live Ops Designer

Leamington Spa, UK | October 2025 - Present

Designing and Balancing systems for *Myths*, a multiplayer hack-and-slash ARPG built in Unity and using the Metaplay Backend.

- Designed and balanced core gameplay systems including combat, itemisation and progression gated content
 - Built internal data tooling to make design data-driven; specifically a robust balance tool built with Claude Code
 - Built an Analytics stack end-to-end using Claude Code to assess retention, FTUE funnels, economy and live churn drivers
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Electric Square / Lively — Lead Games Designer

Leamington Spa, UK | Nov 2022 – September 2025

Leading design across multiple mobile F2P projects, working directly with clients and internal teams to deliver engaging systems and monetisation features.

- Led prototyping sessions to align gameplay with player motivations and business goals.
 - Designed core systems including progression, economy, and monetisation mechanics.
 - Delivered pitch decks and design documentation to win new client projects.
 - Mentored junior designers, encouraging best practices across feature design and documentation.
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Third Kind Games — Senior Games Designer

Leamington Spa, UK | Nov 2021 – Nov 2022

Designed and implemented systems for "Blankos Block Party", focusing on blockchain-integrated features and player economy.

- Created and balanced seasonal reward passes, improving retention and conversion.
- Iterated on gameplay systems based on player feedback and analytics.

- Collaborated with developers and analysts to implement metrics and track performance.
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Lockwood Publishing — Senior Live Ops Designer

Nottingham, UK | Apr 2019 – Nov 2021

Directed monthly event content and monetisation strategies for "Avakin Life", a large-scale virtual world mobile game.

- Designed and launched multiple content drops and developed ongoing event monetisation strategies.
 - Created LiveOps tools and A/B tests that enabled faster iteration and deeper user insights.
 - Increased user engagement and revenue through data-informed content planning.
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Hugo Games / Fuzzy Frog — Games Designer

Nottingham, UK | Feb 2018 – Mar 2019

Led level and event content design for "Doodle Jump Space Chase".

- Defined the content design pipeline and created tools to streamline production.
 - Developed seasonal and narrative-themed events to drive engagement.
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Oysterworld / Holdbrand Ltd — Games Designer (Contractor)

Cardiff, UK | Jul 2015 – Jan 2018

Wales Interactive — Technical Game Designer

Cardiff, UK | Dec 2012 – Jul 2015

Educational Background

BA (Hons) Computer Games Design 2.1 Degree, University of South Wales

What People say about Dan....

Dan is an amazing designer with great technical skills! I was very impressed by his drive and hard work. He is not afraid to push the boundaries to get great experiences for the players. Especially his analytical skills which are very good and support design decisions and iterations!

- Sina Jafarzadeh (Worked together at Lockwood Publishing)

During our time working together, Dan helped create and oversee the implementation of many systems but had ownership of the game's concurrent Events, monitoring their progress and balancing rewards, economy, and difficulty accordingly based on metrics he helped implement into the game. Dan was an asset to the team, and I hope to work with him again in the future.

- Kev Harrison (Worked together at Fuzzy Frog)