

# Jhonnatan Christofer Barbosa

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## PROFILE

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Portfolio: <https://www.jhorro.com>

Game Designer with 5+ years of experience shipping 12+ titles across mobile, PC, and web. Background in Statistics applied to economy modeling, player behavior analysis, and progression balancing. Combines hands-on programming (C#, C++) with data-driven design methodology to deliver retention-focused systems. Experienced in full product lifecycle from prototyping through post-launch iteration.

## GAME DEVELOPMENT EXPERIENCE

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Jhorro Productions – São Carlos/SP, Brazil.

Jul 2024 – Present

*Game Designer & Developer – Self-employed.*

- Designed and shipped two Unity mobile games end-to-end, including core loops, economy systems, AdMob rewarded ads, and Unity IAP. Built a milestone-based Unity Analytics pipeline tracking player state at 4 progression thresholds.
- Idle Cyberpunk City Clicker: 600+ organic downloads (zero marketing), 4.2/5 rating, median session ~6 min, top 10% ~15+ min. Idle Kingdom Builder: 800+ organic downloads.

FoxTales Studios – São Paulo/SP, Brazil.

Mar 2020 – Mar 2023

*Game Designer - Full-time – Student Studio at PUC-SP.*

- Led cross-disciplinary teams of 5–7 to ship 10+ games across PC, Android, and web, coordinating art, programming, and design pipelines.
- Owned systems design, game balance, technical documentation across all titles. 1000+ downloads combined.

## EDUCATION

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Pontifícia Universidade Católica de São Paulo – São Paulo/SP, Brazil.

Feb 2020 – Dec 2023

*Bachelor's degree in Digital Games.*

Studied game design and development, specializing in Unity, Unreal, and Godot, along with 3D modeling in Maya and Blender. Final project: Guardian's Falls, led design, C# programming, and production for a team of 6, delivering a playable vertical slice under a 12-month academic deadline. Won Best Art at PUCJam 2023 (Beasts of Agony).

Universidade de São Paulo – São Carlos/SP, Brazil.

Feb 2017 – Jan 2020

*Bachelor's degree in Statistics (Incomplete).*

Foundational expertise in data analysis, Python, and R. Applied to game design through economy modeling, behavioral analytics, and empirical progression balancing.

## SKILLS

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**GAME DESIGN:** Gameplay Mechanics, Economy Balancing, System Design, Level Design, Progression Tuning, Monetization (Ads/IAP), Rapid Prototyping.

**DATA & ANALYTICS:** Player Behavior Modeling, KPI Analysis, Funnel Analysis, Unity Analytics, Spreadsheet Simulation.

**ENGINE & TOOLS:** Unity 6 (Expert), Unreal Engine 5 (Blueprints/C++), Godot, Git/GitHub, Jira, Trello.

**PROGRAMMING:** C# (Advanced), C++, Python, R, SQL.

**ART:** Blender, Maya, ZBrush, Adobe Creative Suite, Animation Graphs (Unity/Unreal).

**LANGUAGES:** Fluent English, Native Portuguese, Basic Spanish.

## FEATURED PROJECT

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### Idle Cyberpunk City Clicker

*Idle Clicker | Unity Engine 6 | June 2025 | Google Play Store – [Play on Google Play](#)*

- Designed a 10-tier economy with click-to-passive transition, AdMob rewarded ads, and Unity IAP. Implemented a 4-milestone analytics system (1K/1M/1B/1T credits) on Unity Analytics' free tier, capturing building mix, upgrade paths, click/passive ratio, and session time.
- Achievements: 600+ organic downloads, 4.2/5 rating. Analytics dashboard on portfolio.

## AWARDS AND HONORS

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**PUCJam 2023 - Best Art:** Awarded for the game "Beasts of Agony" by PUC-SP (July 2023)

## PUBLISHED PROJECTS

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### Idle Kingdom Builder

Idle Clicker | Unity Engine | September 2024 | Google Play Store – [Play on Google Play](#)

- Designed core loop and economy system from scratch, adapting exponential scaling formulas toward a deliberate progression pace. Implemented AdMob monetization and progression curves.
- Achieved over 800 downloads in the first months, demonstrating strong player engagement.

### Guardian's Falls – Wounds

2.5D Metroidvania | Unity Engine | December 2023 | Graduation Conclusion Project (TCC) – [View Demo on Itch.io](#)

- Designed core systems, mechanics, and levels. Led the team to create a cohesive world and balanced gameplay. Implemented parkour mechanics for fluid movement. Managed asset production and project timeline through weekly meetings.
- Shipped a focused vertical slice across 3 zones. Managed scope to a polished deliverable under academic deadlines.

### Beasts of Agony

Souls-like | PUCJam | Unity Engine | July 2023 | Game Jam Project – [Play on Itch.io](#)

- Designed and programmed core combat systems: hitbox detection, animation state machines, life/death state management, and boss encounter balancing.
- Won "Best Art" at PUCJam 2023 for its visual direction and gameplay.

### Operação Bagre Noturno: Lux in Tenebris

Stealth Action Comedy | Unity Engine | CtrlAltJam#3 | May 2024 | Game Jam Project – [Play on Itch.io](#)

- Designed level layout, stealth and shooting mechanics, and narrative structure for a team of 4. Produced 3D environment assets and authored the alternate-reality setting.

## TEACHING EXPERIENCE

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Game Development, Electronics and Robotics Teacher - Full-time – São Paulo/Brazil. Apr 2023 – Present

Yadaa: School of Technology (2024 - Present) / SuperGeeks S.A.(2023) / Engineering For Kids Brasil(2023)

- Delivered curriculum in game development and electronics to 300+ students (ages 8–17) across three institutions, covering Scratch, Godot, Unity, Arduino, and LEGO robotics. Adapted lesson complexity across age groups and skill levels.
- Developed ability to communicate complex technical systems to non-technical audiences — directly applicable to cross-discipline documentation and design communication.

## CERTIFICATES

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**Game Design(Udemy):** The 5 Steps of Game Design, The Psychology of Games, Level Design Master Class , Industry Standard Game Design Tests (2022); **Programming and Development(USP/SAEComp, Udemy):** Advanced Python, Unity Basics (USP/SAEComp, 2019) Unreal Engine Blueprint, Complete C# Unity (Udemy, 2022); **3D Modeling, Art and Animation(Udemy):** Maya, ZBrush, Unity Animation, Drawing, Digital Painting (2020-2023).

## VOLUNTEERING

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Universidade de São Paulo – São Carlos/SP, Brazil

Feb 2025 – Apr 2025

STEM Instructor(Technovation Summer School for Girls).

- Taught mobile app development using MIT App Inventor. Guided students from concept to functional Android prototypes.

Universidade Federal de São Carlos – São Carlos/SP, Brazil.

Jul 2019 – Dec 2019

Census Volunteer.

- Collaborated with CeMEAI/USP on São Carlos' Homeless Census. Conducted field surveys to map vulnerable populations and identify service gaps.