

JESSICA ZAMORA

Game Design Leader

Passionate and creative **Design Leader with 10+ years** of crafting fun, engaging experiences across PC, console, and mobile. Known for blending player empathy with design skills to build worlds and mechanics that keep players coming back for more. Proudly nerdy with a BS in Computer Science focused on Game Design and a knack for Japanese language and culture.

CONTACT



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www.jzgamedev.com

GAMES

- Pokémon Trading Card Game Live (TCGL)
- Astro Bot
- Pokémon Café ReMix
- Captain Toad: Treasure Tracker
- Mini Mario & Friends: amiibo Challenge
- Bubble Trouble Shooter
- Hungry Babies Mania
- Fashion Story
- Candy Blast Mania
- Alpaca Party
- X-Men: Battle of the Atom
- Immortalis
- Full Bloom
- Pixture
- Animal Crackers

FEATURED EXPERIENCE

DESIGN LEAD

Pokémon Company International | 2023 – Present

- Craft and present high level strategy for TCGL's roadmap.
- Lead the design team & partner with cross disciplines to ensure content and features are delivered to the highest quality.
- Work within existing systems and expand on them, including integrating feedback from user experience testing.
- Create and maintain design documentation templates and supplemental flows and diagrams.

ENEMY & LEVEL DESIGNER

Playstation - Team Asobi | 2021 - 2022

- Sketched then implemented 3D level design for Astro Bot - Game of the Year 2024.
- Created and presented competitive Game Design analysis.
- Ideated mechanics, enemies, and game modes to enrich gameplay variety.

GAME DESIGN & LEVEL DESIGNER & MORE

Nintendo Software Technology | 2015- 2018

- Led level design and mechanic brainstorming sessions, teaching in-house tools and fostering creative collaboration.
- Improved UX by enhancing level progression map visibility, and crafted 2D puzzle levels.
- Optimized CPU/GPU level performance, producing stereoscopic 3D previews, and lead user testing with children ages 8-14.
- Coordinated localization efforts across North America, Europe, and Asia, collaborating closely with Tokyo teams to ensure a smooth global release on Switch and 3DS.

LEADERSHIP & TALK HIGHLIGHTS

GAME DESIGN PANELIST

Pokémon Empowering Women in Tech Panel I 2025

- Represented the Game Studio & shared my game industry experience to inspire and empower others.

KEYNOTE SPEAKER

UCSC MESA Senior Showcase I 2018

- Delivered a motivational presentation to graduating minority students, sharing my personal journey and insights on perseverance in the games industry.

TECH REPRESENTATIVE FOR NINTENDO

Advancing the Careers of Technical Women (ACT-W) I 2018

- Lead recruiting efforts as an official representative for Nintendo at a networking event.

PLAY AMBASSADOR AT NINTENDO

Starlight Foundation I 2017

- Volunteered as an ambassador to guide hospitalized children and their families around Nintendo for the day via the Starlight Children's Foundation.

PANELIST AT NINTENDO

Nintendo Life Hacks Mixer I 2016

- Spoke on work-life balance and value alignment, sharing insights and lessons learned to support professional development for attendees.

GAME DESIGN MENTOR

UCSC Outreach for Girls I 2013

- Led interactive game design exercises for 100 girls aged 12–18 encouraging interest in STEM.

WORKSHOP FOUNDER

North Salinas High School Game Camp Workshop I 2010

- Founded and led a program introducing high school students to game development, culminating in the creation of a playable game.

EDUCATION

- **Bachelor of Science, Computer Science: Game Design**
2009-2013 | University of California, Santa Cruz
- **Advanced Japanese Language Program**
2018-2019 | Inter-University Center for Japanese Language
- **Intensive Japanese Language Program**
Summer 2021 | Middlebury College

SKILLS

Agile Development
Competitive Analysis
Cross-Discipline
Collaboration
Design
Documentation
Flows and Diagrams
Gameplay Mechanics
Games as a Service (GaaS)
Interviewing
Japanese (JLPT N2)
Keynote Speaking
Level Design
Milestone Planning
Prototyping
Remote Team
Management
Storyboarding
Strategic Pitch Decks
Systems Design

TOOLS

Adobe Suite
Confluence
Figma
Git
Jira
Miro
Microsoft Office
Suite
Perforce
Redmine
Tortoise SVN
Unity

\$45K + IN AWARDS

- 2024:** The Game Awards - Game of the Year
- 2021:** Middlebury Grant – Japanese
- 2018:** Toshizo Watanabe Scholarship
- 2018:** Japan-U.S. Friendship Commission
- 2011:** Microsoft Imagine Cup Honor