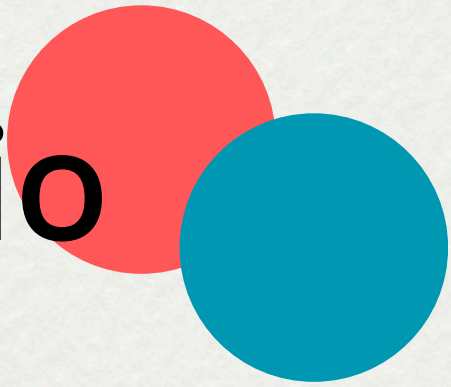
2026

Portfolio

Jessica Zamora



2011

Game Design & Strategy

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BASIC
Pikachu ex
HP 200
Tera
As long as this Pokémon is on your Bench, prevent all damage done to this Pokémon by attacks (both yours and your opponent's).
Ability
Resolute Heart
If this Pokémon has full HP and would be Knocked Out by damage from an attack, it is not Knocked Out, and its remaining HP becomes 10.
Topaz Bolt
300
Discard 3 Energy from this Pokémon.
weakness ×2
resistance
retreat
Pokémon ex rule
When your Pokémon ex is Knocked Out, your opponent takes 2 Prize cards.
Illus. oky CG Works
057/191
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MARVEL








DAILY SPIN!
Coins
Queen Kali
King Jack



2023

Pokémon Trading Card Game LIVE

The game "Pokémon Trading Card Game LIVE" was originally released on June 8, 2023.

Card Dex - Collection Feature

The collection feature began with early concept exploration in collaboration with the UX team, using Figma to map out the player flow and visual design. We focused on creating an intuitive and rewarding experience that would complement our existing systems.

To ensure alignment across disciplines, we presented the concept during an internal Open House, gathering feedback and generating excitement across the team.

Throughout development, we iterated rapidly - making key adjustments based on feedback and technical feasibility. One notable change was the addition of the scroll mechanic, which was implemented late in the process to improve clarity and engagement.

Player reception was overwhelmingly positive, with strong crafting engagement metrics and enthusiastic feedback confirming the value of the feature.



Live Operations Strategy & Vision

I led the initiative to define and communicate a cohesive game vision that aligned the entire studio and key external stakeholders.

Recognizing the importance of unified direction, I partnered closely with cross-discipline leads - including product, art, engineering, and marketing - to co-develop a clear and actionable roadmap for 2024. This involved synthesizing input from multiple teams, prioritizing features, and ensuring that creative goals were balanced with technical and business constraints.

To convey this vision effectively, I developed and refined a comprehensive pitch deck over the course of 10+ iterations, integrating feedback from leadership and tailoring the narrative for various audiences. I presented the final pitch at multiple levels of leadership, where it was well received for its clarity, strategic depth, and alignment with player and business needs.

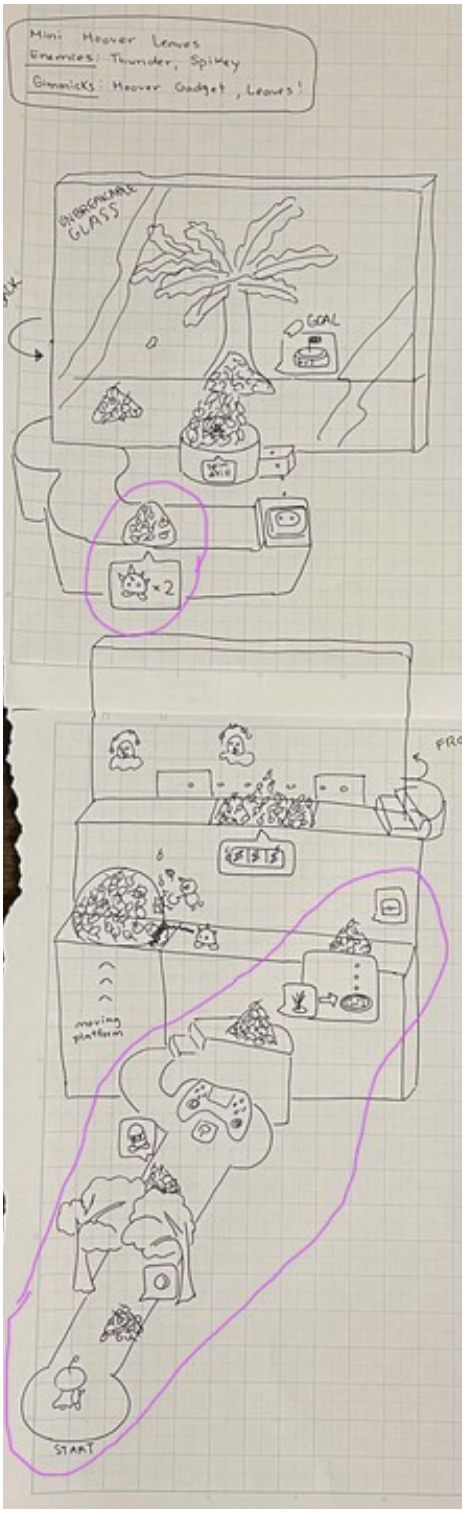
The outcome was a fully aligned and clearly communicated direction that enabled the studio to move forward with confidence. This alignment empowered the successful execution of new live ops features, enhancing player engagement and supporting the long-term growth of the game.



2021

ASTRO BOT

The game "ASTRO BOT" was originally released on September 6, 2024.

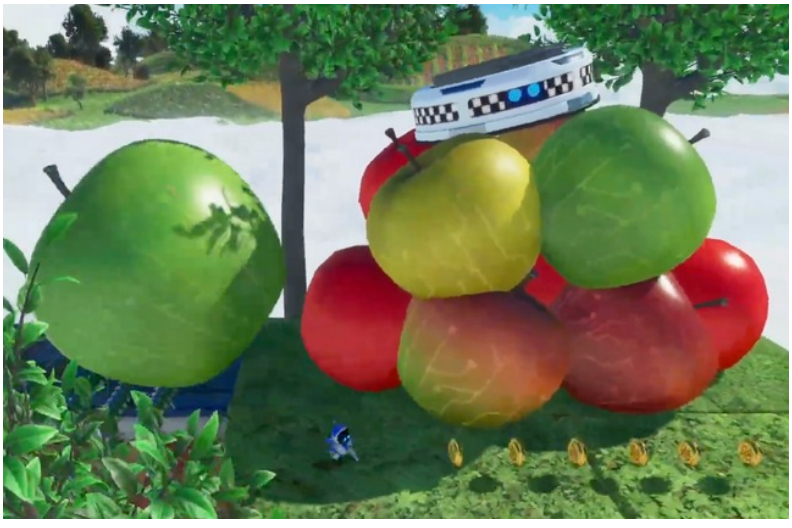


Level Design

The level design process began with initial sketches to visualize layout concepts and gameplay flow.

These ideas were brought into the level editor, where I experimented with elements such as power-ups, physics interactions, treasure placement, and environmental features.

I led regular playtesting and collaborative feedback sessions with the team in order to refine each level. Through iterative design and group critique, we focused on identifying and enhancing the core fun of each experience, ensuring every level felt engaging and balanced.



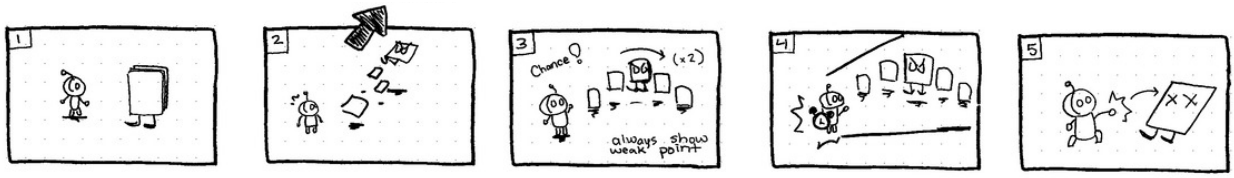
Enemy Design

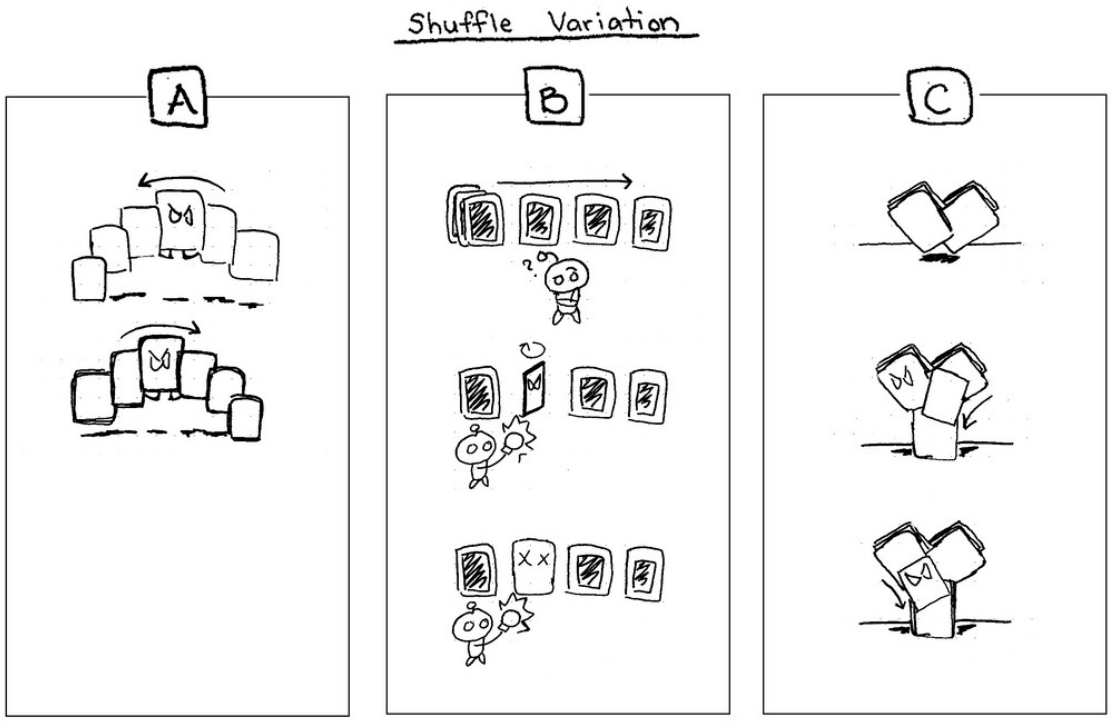


When I joined the project the Joker enemy was incomplete as there was no way to defeat it. My solution was designed around the challenge of defeating a dynamic enemy.

Each variant of the Joker card featured distinct movement patterns, requiring thoughtful strategy. I explored multiple design proposals, seeking out solutions that had the most fun to challenge ratio. To add depth to the system, I implemented both a basic move and a pro move option, offering players varied levels of engagement and mastery.

Ultimately, the final game shipped with both the basic and pro defeat mechanisms in place, enriching the overall gameplay experience





2021

Pokémon Cafe Remix

The game "Pokémon Cafe Remix" was originally released on October 27, 2021.

Level Design

Collaborated closely with the outsourcing team by reviewing submitted level designs and providing detailed asynchronous written feedback to guide iteration and maintain design quality and consistency.

In parallel, I created original puzzle levels, incorporating group feedback through regular team reviews to refine gameplay flow, challenge balance, and player engagement. Post-launch, I leveraged performance metrics to identify levels that required tuning - making data-informed adjustments to difficulty, whether through simplification or added complexity, to improve player retention and satisfaction.

Additionally, I supported cultural localization efforts by advising on content adaptations for Western audiences. For example, I recommended substituting Valentine's Day cookies with chocolates to better align with regional expectations and cultural nuance, ensuring the event felt authentic and resonated with the target audience.







2018

Captain Toad: Teasure Tracker

The original game "Captain Toad: Treasure Tracker" was released in 2014 for the Wii U. The Switch and 3DS versions released on July 13, 2018.

Comparing the Wii U and 3DS Versions of the Level

I optimized the 3DS version of the course based on the 2014 Wii U original, adjusting elements like items and enemies to reduce system load. Some changes impacted challenge conditions, which I also revised. Throughout, I ensured the core fun and gameplay experience remained intact.



Wii U Version



3DS Version

Point of Contact for the Localization Team

As the localization coordinator, I served as the main point of contact between the development team and localization offices in Europe, the U.S., and Japan. I ensured all teams stayed on schedule and provided clear, contextual explanations when content needed clarification.

Given time zone differences, I often communicated outside regular hours to maintain rapid response times. While contributing to development, I also supported smooth and accurate localization across all regions.

User Research - Kids (U.S. Market)

To gather feedback during development, I organized user testing sessions with children in the U.S., navigating complex legal requirements and securing necessary permissions.

I coordinated logistics, recruited participants through internal contacts, and set up test environments to make kids feel at ease - observed remotely by the design team via livestream.

I also prepared interview materials and, after testing, compiled and analyzed feedback, delivering a summary report to the game director.



3DS Playtest



Switch Playtest

Captain Toad Song for “Play Nintendo”



I wrote simple, kid-friendly lyrics for a Captain Toad drawing song for the Play Nintendo site.

Excited to bring it to life, I teamed up with the sound creators to put together a prototype.

When we realized we needed a singer, I remembered one of our engineers who’s great at karaoke - she stepped in and helped us finish the demo.

2015

Mini Mario & Friends amiibo Challenge

The original game "Mini Mario & Friends" was released on December 16, 2015.



Yoshi Level



Star Road Level

Level Design Philosophy

My primary responsibility in developing Mini Mario Amiibo Challenge was designing key levels such as Toad, Bowser, Yoshi, Main Street, and Star Road.

I follow three core philosophies when creating levels:

1. **Focus on a Few Elements:** Early on, I tried including all enemies and items, which made levels overly complex and cluttered. A mentor advised me to narrow the focus to one or two key characters or items, which greatly improved clarity and engagement. This principle guides me whenever I design new courses.
2. **Build from Small Puzzles:** I enjoy experimenting with unconventional combinations within the course editor to discover unique and fun interactions. Starting with a small, enjoyable puzzle segment helps shape a strong core for the entire level, making the overall design more coherent and satisfying.
3. **Make the Goal Spectacular:** I aim to create memorable, thrilling level endings that release tension - similar to the feeling of a roller coaster. This final flourish leaves a lasting impression on players.





Toad Level

2015

Hungry Babies Mania

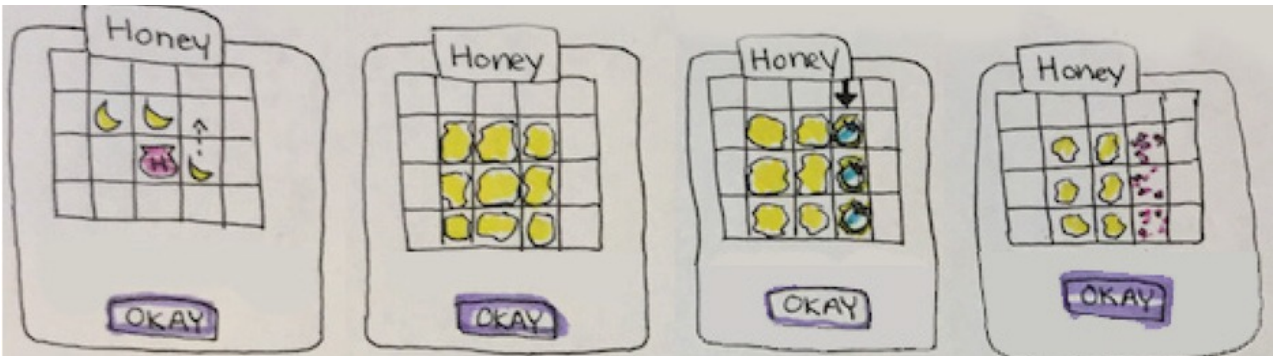
The game "Hungry Babies Mania" was released on August 12, 2015.

Player’s First Experience

In December 2014, I joined a new project and started working on a game called Hungry Babies Mania. One of my proudest contributions was designing the initial game flow, known as the “First Time User Experience” (FTUE).

For mobile games, that first impression is crucial. The tutorial and level difficulty need to be carefully balanced - if players don’t quickly understand how to play, they’ll likely quit right away. With so many free games available, it’s vital to hook players early and leave a positive impression.

Before involving artists and engineers, I created simple sketches like the one below to clearly communicate the game’s instructions.



The team had initially planned to use small animations for the tutorial, but due to time constraints before launch, we decided to start with static images instead. My sketches were approved by the team lead and then turned into the final art assets. Here’s the result:




9
11,400
ムーブ
25
3
9
4
LIVE
0

2014

Fashion Story

The game "Fashion Story" was released on June 2, 2011.

Planning Content for a Fashion Decoration Game

I wanted to be more helpful beyond puzzle games, so I volunteered to support other projects. At the time, Fashion Story didn’t have a dedicated game designer, so I stepped in to take on that role. The game featured new fashion collections each month.



The workflow was international - I created detailed concept documents in Google Drive from the U.S., which included the collection name, clear descriptions, and visual reference links. After the deadline, the art team in China would review the docs, create the assets, and share the final artwork back through Drive.

I helped plan a wide variety of content, including clothing, bags, wallpaper, and more.








Storm8
FASHION
Story


28,290
903
14,146
100
main

2014

Candy Blast Mania

The game "Candy Blast Mania" was released on September 23, 2013.

Designing with Data: Level Tuning

My first role as a game designer at Storm8 was supporting Candy Blast Mania, which already had about 700 levels and was earning roughly ¥4.5 million (about $45,000 USD) in daily revenue when I joined.

I focused on two main areas:

1. Designing 12 new levels every two weeks
2. Auditing and improving existing levels using player data

Using analytics tools daily, I identified underperforming levels - tweaking balance, reworking mechanics, or replacing them entirely when necessary.

From June to October, I systematically improved levels with low retention, which helped boost overall player engagement. By November, the game's daily revenue had increased to ¥6 million (around $60,000 USD).

While I continued refining older levels, most of my time shifted toward designing fresh content. By the time I transitioned off the project, I had created over 240 new levels for Candy Blast Mania.






Level 949
0
NEEDED:
80
80
23
6
MOVES
26
x1
+5


Level 960
0
NEEDED:
MOVES
48
100%
x1
-25%
+5

2014

Alpaca Party



The game "Alpaca Party" was released in December 2014. The game was successfully funded via Kickstarter between March 18 and April 8, 2014, raising over $3,700.

My First Independent Game

This was my first independent project outside of academia, where I co-founded Meow Puff Games LLC - a company dedicated to creating engaging games.

I led efforts to assemble a skilled team of artists, engineers, and musicians to develop Alpaca Party.

We successfully launched a Kickstarter campaign that attracted support from fans worldwide and enabled us to produce and distribute branded merchandise, including apparel, toys, prints, and books.

In my role as lead designer, I developed initial sketches and flowcharts and constructed the game's systems using Microsoft Excel.

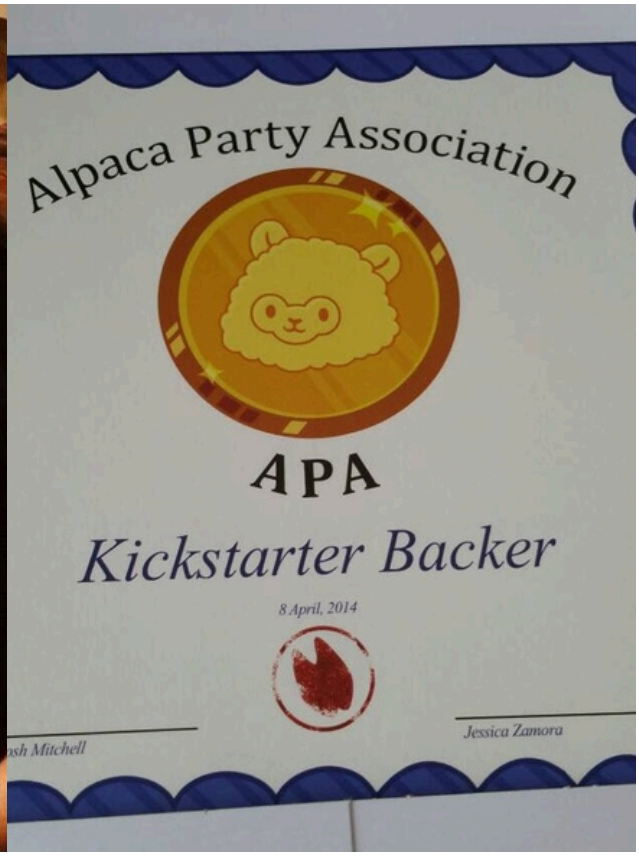
Before deprecating from the App Store in 2021 , Alpaca Party held a strong 4.1-star rating on the Google Play Store, marking the project as a significant success.








Alpaca
PARTY.
Alpaca
PARTY


Alpaca Party Association
APA
Kickstarter Backer
8 April, 2014
Jessica Zamora


Alpacapedia



2014

X-Men: Battle of the Atom

The game "X-Men: BotA" was released on January 15, 2014.

Improving Player Experience and Development

X-Men: Battle of the Atom was a mobile card battle game based on the popular comic IP and built on the foundation of the previous year’s game, Immortalis, with several improvements.

I focused on analyzing and improving the card evolution system. Since players often evolve many cards, the original character animations became repetitive and tiresome to watch. To enhance the experience, I replaced the character animations with simple particle effects. This not only improved the pacing for players but also reduced the development workload, making it a win for both UX and production efficiency.






MARVEL
X-MEN
50th ANNIVERSARY
BATTLE OF THE ATOM
© MARVEL
Developed by Aeria Mobile

2013

Immortalis

Immortalis was developed as an adaptation of a game by the company Pokelabo called “Guardian Battle of Glory.” For the Western audience, we made various changes to the game’s elements to better suit their preferences.
The adaptation game "Immortalis" was released on January 16, 2013.

The Drive to Become the #1 Guild

The core appeal of Immortalis was its PvP guild battles, where players competed to become the top-ranked team. To do this, players needed the best cards.

Raid events played a crucial role in this. These events offered time-limited cards that could only be obtained through gacha boxes. Players who got these special cards had a better chance of succeeding in raids, which translated into valuable rewards for their guild at the event’s end. These exclusive cards and raid rewards helped boost a guild’s competitiveness in PvP.

I was responsible for planning the raid events - deciding the event duration, which cards and abilities appeared in the gacha boxes, drop rates, and the prize structure. Since these events were a major revenue driver, it was essential to strike the right balance between fresh content and monetization.




Immortals


騎士団イベントランキング




Back
Stamina 238/238
MP 100/100
Until Battle Ends
0:47:35
EXP 15019/1653
GC 9122075
Netherworld Chest
LIMITED TIME 25% OFF!
XANTHIPPE STYX
LR
FF MAX ATK: 16,190
FF MAX DEF 13,310
Skill: Shadow Stalker
Large increase to ATK,
+1 to ATK combo,
and a boost of 1.1x to GP.
Awakening: 1 Water Type
783
Stronghold
Quest
Conjure
Sacrifice
Menu

2025 - 2011

Additional Projects

I’ve contributed to a wide range of projects, spanning from personal passion projects to contracted freelance work. My portfolio also includes early student work and post-university initiatives, as well as a few projects that were ultimately shelved during development.

2021 - Ace Combat Mobile (Shelved)

I joined Soft Gear as the sole full-time game designer on the project. At that stage, all aircraft had been implemented, but none had been tuned.

I conducted a comprehensive balance pass on each plane, aligning their in-game performance with real-world specifications - for example, ensuring that larger aircraft felt appropriately powerful yet slower, while smaller models remained agile.

My primary responsibilities focused on parameter tuning, with additional adjustments to controls where needed. I also contributed UX/UI feedback, offering best practices to enhance overall user experience.



2020 - Worlds Between Worlds (Shelved)

I contributed to Worlds Between Worlds (WBW) in a consulting game design role. When I joined, the foundational systems were in place, but there was still room for refinement and innovation.

I led ideation on new world-building mechanics, including a real-time system where in-game time mirrored real-world time, with character behaviors dynamically adapting to different times of day. I also designed the weather system, tying specific weather patterns to days of the week to introduce a predictable yet immersive layer to the game world.

One of my key contributions was shaping the design of root-like companion creatures, inspired by beloved anime and video game characters. I established them as caretaking-focused pets and created core gameplay loops tailored to different creature types. These loops defined how each creature progressed and interacted with the broader game systems.

Their growth stages were influenced by evolving storylines, which were in turn affected by changing weather conditions - creating a dynamic, interconnected ecosystem that encouraged ongoing player engagement.



Design Inspiration

		
Ghibli soot sprites [Spirited Away]	Ghibli kodama forest spirits [Princess Mononoke]	Pikmin

2018 - Bubble Trouble

I was responsible for level design, creating new stages tailored to specific challenge types. For example, boss bee levels required heightened difficulty and unique mechanics, while standard levels offered a range of difficulty to support progression pacing.

I regularly tuned levels based on daily analytics, identifying areas where players struggled or disengaged and making data-informed adjustments to improve retention and flow.

Additionally, I balanced the daily spin rewards to better support player engagement and long-term motivation.







2013 - Full Bloom

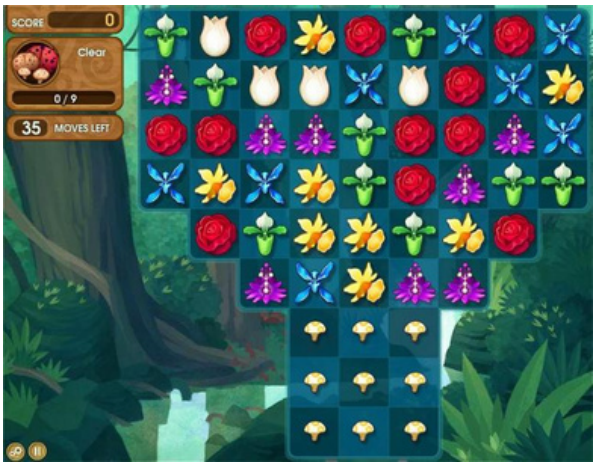
During the early boom of Facebook games, Disney acquired the startup Playdom to strategically enter the rapidly growing social gaming market.



One of the titles developed during this period was Full Bloom, a Facebook game that combined classic match-3 mechanics with garden decoration features. Players were introduced to the match-3 gameplay early on, with garden customization unlocking around stage six.

The narrative centered around restoring a neglected garden, offering players a clear and visually rewarding objective.

As a production intern, I was responsible for updating the task board during daily stand-up meetings, creating and managing feature release schedules, and analyzing player behavior data to support planning decisions. My analysis revealed a significant drop-off point when the garden feature was introduced. Based on these insights, the team was able to identify friction in the user experience and make targeted improvements that increased player retention.





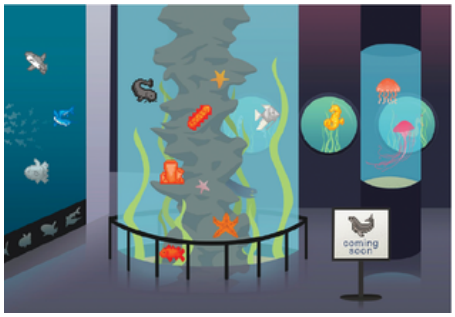
2014 - 5SOS Story



This project was an interactive narrative game featuring the members of the Australian pop group 5 Seconds of Summer.

Designed as a romantic dating simulation, the game featured branching storylines that evolved based on player choices, offering an engaging and personalized experience for fans.





2012 - Pixture

This was my capstone project at university, selected from over 200 proposals. I recruited and led a team of 12 over the span of a year to develop this puzzle mobile game.

My responsibilities included project scheduling, core game design, and overseeing deliverables. A highlight of the project was creating a physical prototype using a large-scale mock-up board to visualize the gameplay.

2011 - Animal Crackers

This project was developed during my sophomore year of university as part of a four-member team. We created a puzzle-based side-scrolling action game focused on the global food crisis.

The gameplay involved solving puzzles to navigate a food cart to the goal without spilling its contents. My responsibilities included level design and implementing the particle effect system for level completion.

The game earned an Honorable Mention at the 2011 Microsoft Imagine Cup.



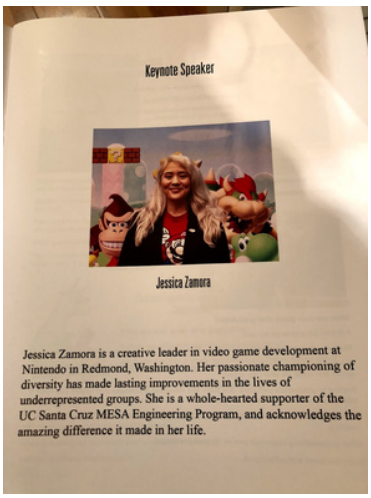


2025 - 2011
Leadership & Talks

I'm passionate about giving back to the community and supporting those who aspire to enter or grow within the games industry. I have experience across a range of speaking engagements and feel confident presenting on topics I care deeply about, particularly in game development and industry mentorship.



Game Design Panelist



Keynote Speaker



Work Life Hacks Panelist



Play Ambassador



Teaching Game Development Workshop



Technology Representative



Game Design Mentor



Engineering Ambassador