Eduardo Araujo Rodrigues da Cunha

Game Designer & Developer · São Paulo, SP, Brazil · eduardocunha.mustachepenguins.com
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PROFESSIONAL EXPERIENCE

Riot Games Brazil (contract via Riftix), São Paulo, SP — Oct/2025 – Present

Game Designer & Developer

- Developed and co-designed 3 arcade-style games for live activations at Gamescom Latam, Brazil Game Show and the CBLOL Finals, played by hundreds of attendees per day.
- Designed for walk-up-and-play constraints with sub-minute sessions that most players learned unaided from a few lines of on-screen text, including an accessibility mode.

Connecta, São Paulo, SP — Aug/2025 – Present

Independent Game Designer & Developer

- Solo developing Connecta (demo on Steam), a deckbuilder roguelike in Unity/C# about building bridges; built 40+ consumables, 60+ passive effects and the procedural map generator, owning design, code, art and production.

XP Inc., São Paulo, SP — Jun/2025 – Aug/2025

Junior Strategy & Performance Analyst

- Restructured daily data jobs with dependency ordering, error handling and alerting, cutting execution time by 50%.
- Analyzed user funnel data for the XP Credit Bank app, identifying a drop-off point escalated to the product team.

Fanatee, São Paulo, SP — Jul/2024 – May/2025

Game Designer & Developer (Intern → Developer I)

- Led the design of 2 shipped minigames for Arena of Dreams, a mobile trivia party game with 1M+ downloads, including the one with the highest player retention for months after its launch; owned their mechanics and level design in Unity/C# and contributed to other minigames with the design team.
- Ran weekly playtests across Fanatee's full game portfolio, turning player feedback into design revisions on live titles; collaborated with the art team on 5 levels.
- Led the design of 3 daily puzzles (Panda, Sums, Libra) for Everyday Grids, a puzzle game with 100K+ downloads; owned puzzle UX and built the generators that create a fresh, solvable board every day.

PROJECTS

AI for NPCs in Multiplayer Games — Jan/2024 – Jun/2024

Final Engineering Project, in partnership with Fanatee

- Developed reinforcement learning agents (PPO) for Arena of Dreams in a team of 4; set up the generalization tests that validated agents on unseen maps and starting states; coded the agents' reward system.
- Awarded the Falconi–Insper Certificate of Excellence.

Design Challenge Insper — Jul/2021 – Jan/2022

President

- Led hundreds of volunteers running design activities for 2,000+ applicants during the second phase of Insper's entrance exam.
- Created 10 design activities introducing applicants to Insper's pedagogical pillars, adapting them for accessibility needs ranging from motor disabilities to noise sensitivity.

EDUCATION

Insper, São Paulo, SP — Aug/2020 – Jun/2025

- Bachelor of Science in Computer Engineering, GPA 9.28/10 (ranked 4th of 39); Certificate of Excellence.
- Teaching Assistant for Calculus (two semesters), Modeling and Simulation of the Physical World, and Digital Games.

SKILLS AND INTERESTS

- **Game Design:** Systems Design, Mechanics Design, Level Design, Prototyping, Playtesting, Player Experience, Puzzle Design, UX, Game Design Documentation
- **Game Development:** Unity, Unreal Engine, C#, Git, C/C++, Python, SQL
- **Tools:** Confluence, Figma, Miro, Obsidian
- **Interests:** Competitive FPS, Indie Games, RPGs, Board Games, Soccer, Tennis
- **Languages:** Portuguese (Native), English (Fluent)