



## Monetization Designer

We are Velan Studios, an independent game developer with a passion for the unconventional. We make innovative games in a variety of genres with accessibility and depth to delight our audiences, no matter who they are. We believe in maintaining a creative, collaborative, and diverse team environment at our studio, and we are looking for passionate and capable people to join our team of experienced AAA console developers.

We are seeking to bring on an experienced, creative, and collaborative monetization designer. This role will focus on in-game initiatives to drive player monetization, engagement, and retention. An ideal candidate will have strong systems design and monetization skills with hands-on experience creating monetization systems. The Monetization Designer will be a member of the Velan Studios Design team and reports to the Lead Designer our cross-platform, live service game, *Knockout City*.

### Responsibilities:

- Author, shepherd, and improve designs for new products and features which are in line with our vision and our respect for our players' time and monetary investment.
- Collaborate with design, analytics, marketing, programming, and UI teams to ensure seamless, equitable, and effective monetization designs.
- Enact standards and best practices into our monetization systems.
- Collaborate closely with our analytics team to analyze player behavior and economic engagement.
- Collaborate closely with both the analytics and finance teams to establish fair, reasonable pricing that drives profitability in our products.
- Develop reports on performance, then suggest and implement new strategies and optimize existing offerings.
- Collaborate with operational and game teams to plan and manage post-launch Season content efforts.
- Write clear design specs for new features and collaborate with stakeholders, developers, and QA on the presentation, development, and testing.
- Devise, help execute, and analyze results on targeted A/B tests, surveys, or user testing.

### Job Requirements:

- Experience developing in-game economy systems or working on economy systems on at least one live service game.
- Ability to iterate and respond to feedback within a fast-paced live service game development schedule.
- Thorough knowledge of video games with deep insight into models that respect a player's time and money spent for game economies, including monetization elements.
- Ability to work in highly collaborative, interdisciplinary, and iterative environment, while delivering under deadlines and time constraints.
- Knowledge of how player progression systems and economy systems interact.
- Strong mathematical and analytical skills.



**Big Plusses:**

- Degree in Finance, Psychology, or Statistics
- Scripting or programming experience
- Data science or analytics experience

To apply for this position, send your resume and portfolio to [jobs@velanstudios.com](mailto:jobs@velanstudios.com). Be sure to reference the position you're applying for in the subject line.

**About Velan Studios:**

*Velan Studios is an independent studio comprised of a passionate and diverse team of seasoned developers. We are the creators behind Mario Kart Live: Home Circuit and Knockout City. Velan Studios' mission is to create groundbreaking game experiences centered on new forms of play across both existing and emerging platforms. Velan Studios maintains a team of both remote and on-site employees. On-site employees work from our office in Troy, NY.*