

# Avi Parmar

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## PROFILE

Recent distinction level MA Game Design graduate from **Falmouth University** with extensive experience in **game design, rapid prototyping, Unreal Engine Development** and **Scrum-led team project**. Passionate about making **creative** and **impactful** projects that lie at the intersection of arts and technology.

View portfolio at [aviparmar.com](http://aviparmar.com) for games and collaborative projects.

## SKILLS

**Game Engines** — Unreal Engine 5 (Blueprints), Unity (C#)

**Web & Scripting** — C#, R, JSON, WordPress, HTML, CSS, REST APIs, Visual Studio, Python, Git, AI Coding Agents

**Art & Tools** — Maya, Blender, ZBrush, Substance Painter, Figma, After Effects, Adobe Creative Suite

**Design & Management** — System Design, Level Design (Grey-boxing), Scrum/Agile (Jira/MS Planner), Rapid Prototyping, User Research, User Testing

## EXPERIENCE

### **SOCKEY**, Developer & Game Designer

2025 | Canterbury, UK

Collaborated with a Master's student at UCA Canterbury to develop a **First-Person game** with **AI-powered NPCs**, exploring Socratic dialogue among children (ages 10–16).

#### Key Accomplishments:

- **Developed AI NPC mechanics:** Integrated **Ollama** and **REST APIs** within Unreal Engine 5 to create NPC interactions that explore Socratic dialogue in children (ages 10–16).
- **Rapid Prototyping & Level Design:** Grey-boxed maze-like level structures with gates, keys, and valves to test navigation flow. Iterated on design based on feedback from stakeholders.
- **Research-Led Iteration:** Conducted user research and A/B testing between different AI models to refine gameplay loops.

### **CORNWALL COUNCIL**, Game Designer

2025 | Falmouth, UK

Collaborated with the Cornwall Council **Local Resilience Forum (LRF)** to develop a **RTS style children's game**, to support the development of awareness and **resilience** towards a range of challenges and situations, teaching concepts like **999/101 emergency numbers**.

#### Key Accomplishments:

- **Agile Leadership:** Served as Scrum Master for an 8-person cross-functional team. **Revitalised a stalled project** by restructuring sprint planning in MS Planner and facilitating stand-up meetings, resulting in the delivery of a fully functional **Unity** prototype in just **10 weeks**.
- **Systems Design:** Designed and scripted **RTS systems** and mechanics, helped design **mini-games** intended to teach resilience concepts (e.g., 999 protocols, fire extinguishers, first aid kits) to primary school children.
- **UX/UI Optimization:** Utilized **Figma** to design intuitive UI and tutorial assets, significantly increasing interaction rates and ease of use among younger demographics during testing.
- **Impact & Reach:** The game targeted a regional demographic of **50,000+ students**, securing client praise for innovation and research coherence. Project was **funded** for future development.

### **DIMENSIONLESS ART STUDIO & LILLIBEE'S ART SCHOOL**

2023 | Bangalore, India

Digital Media Intern

Worked at an arts and design studio. Organised studio, engaged with high profile clients, explored product improvements. Participated in bi-weekly **stand-up meetings** to share design updates, exchange feedback, and co-ordinate project progress across cross disciplined teams.

#### Key Accomplishments:

- **Animation Workshops:** Launched and managed stop-motion animation workshops, achieving **300% participant growth** from 1 to 8 children in two weeks through word of mouth. Praised for its promising nature and continued to be held after I left.
- **Media Production:** Produced digital content like **motion graphics**, video edits and photography, achieving 5,000+ organic views, significantly strengthening brand recognition. Used **Facebook Ads** and created **interactive AR experiences** that boosted sales of paintings.
- **Business Development:** Networked with 70+ high-value entrepreneurs, establishing **B2B relationships** that increased project enquiries.

## **FREELANCE**

Maintained consistent client communication to ensure alignment on project goals and deliverables. Delivered high-quality **AR applications, animations, and photography** within tight deadlines. Rapidly acquired proficiency in diverse technologies, including Maya exports, Arnold optimisation, Meta Spark, Lightroom and After Effects, to meet evolving project requirements.

2023 – 2025 | Bangalore, India

### **Key Accomplishments:**

- **Photography:** Documented and edited photographs for an event hosted by **London Contemporary Art** in London Victoria. Used Sony A6400 and Lightroom to deliver over 280+ photographs and engaged with high value clients.
- **AR Development:** Developed 10+ Augmented Reality applications (Instagram Filters/Artivive) for commercial clients like **Dr Bhau Daji Lad Museum** (Mumbai Miami Art Deco Exhibit), Magnanimous and Moynat, enhancing user engagement.
- **High-Impact Content:** Created a promotional motion graphics video that garnered **300,000+ views** on Instagram, directly boosting client footfall by at least 50%. Created videos and 3D animations for clients like Sydney Metro, MyFinPlan (startup), and a contestant for **Apple Your Tree on Battersea** competition.

## **SELECTED PROJECTS**

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### **SAMKHYA (GAME)**, Thesis project at Falmouth University

2025

- Developed a deep game examining the interplay between **computer games and mindfulness** through a point-based reward system inspired by ancient philosophy. **Project received Distinction recognition at Falmouth University**.
- Produced all 3D assets (excluding foliage) using **Maya** and Substance Painter, designed UI components in Figma, and implemented gameplay mechanics in **Unreal Engine** using Blueprints.

### **REINCARNATION (GAME PROTOTYPE)**

11/2024 – 12/2024

Course project at Falmouth University

- Developed a **mobile game** based on philosophies related to reincarnation using **Unity**. Project earned a distinction at Falmouth University's Master's programme
- Researched various topics surrounding reincarnation, and designed game mechanics accordingly using **one-page GDDs**.
- Developed and fine-tuned **gyroscopic functionality** and mobile usability features that increased player engagement.

## **EDUCATION**

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### **Falmouth University, MA Games Design, Distinction**

09/2024 – 09/2025 | Falmouth, UK

**Modules:** Group game development, Prototype development practices, Experimental game design

### **Srishti Manipal Institute,**

08/2020 – 05/2024 | Bangalore, India

BFA Digital Media, CGPA: 7.6/10 (Equivalent to First Class)

**Modules:** Animation fundamentals, 3D character design, Advanced 3D, Structures of cinema

## **LANGUAGES**

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Fluent in English, Gujarati, and Hindi

## **INTERESTS**

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Films | Photography | Reading | Guitar | Linux | Computer hardware | Driving | Cats