Avi Parmar

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PROFILE

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

View portfolio at aviparmar.com for games and collaborative projects.

SKILLS

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

Web & Scripting — C#, UE Blueprints, REST APIs, R, WordPress, HTML, CSS, JSON, Visual Studio, Python, Git

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

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

EXPERIENCE

GAME DEVELOPER | SOCKEY | 2025

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 NPCs:** Integrated Ollama and REST APIs within Unreal Engine 5 to create AI NPC interactions and game systems 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 the impacts of different AI models and JSON prompts to refine gameplay loops.
- **Impact & Reach:** The game earned support from schools and NHS. Has been offered to be tested on 100+ students after further polishing

GAME DESIGNER | CORNWALL COUNCIL | 2025

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:
- **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.
- **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.
- **Rapid Prototyping:** developed and A/B tested a variety of rapid prototypes to measure stakeholder requirements.
- **UX/UI Optimisation:** Utilised Figma to design intuitive UI and tutorial assets, significantly increasing interaction rates and ease of use among younger demographics during testing. Helped with maintaining QA excel sheets by reporting bugs to developers, ensuring the delivery of a highly polished product.
- **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.

FREELANCE MEDIA ARTIST | 2023-2025

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.

Key Accomplishments:
- **Apple:** Documented and edited a portfolio video using Sony A6400 and Premiere Pro for a contestant for Apple "Your Tree on Battersea" competition.

- **Sydney Metro:** Created 3D animations using Maya, Mixamo and Substance Painter, enhancing tools usability by making guides for train operators.
- **Dr. Bhau Daji Lad Museum:** Developed an interactive 3D Augmented Reality application for "Mumbai Miami Art Deco" hosted by Magnanimous, using Maya and Artvive. Helped visitors by presenting exhibition information in a fun interactive way.
- **London Contemporary Art:** 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.
- **High-Impact Content:** Created a promotional motion graphics video for The Nail Bar that garnered 300,000+ views on Instagram, directly boosting client footfall by at least 50%.

DIGITAL MEDIA INTERN | DIMENSIONLESS ART STUDIO & LILLIBEES ART SCHOOL | 2023

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:
- **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.
- **Animation Workshops:** Launched and managed stop-motion animation workshops, achieving 300% participant growth from 1 to 20 children in 4 weeks through word of mouth. Praised for its promising nature and continued to be held after I left.
- **Networking:** Networked with 70+ high-value entrepreneurs through referral events, establishing B2B relationships that increased project enquiries, and gained clients doing so.

SELECTED PROJECTS

SAMKHYA (GAME), *THESIS PROJECT AT FALMOUTH UNIVERSITY*
- 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), *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

FALMOUTH UNIVERSITY — *MA GAME DESIGN, DISTINCTION*
09/2024 - 10/2025 | Falmouth, UK
> ***Modules :*** *Group game development, Prototype development practices, Experimental game design*

SRISHTI MANIPAL INSTITUTE — *BFA DIGITAL MEDIA ARTS, CGPA 7.6/10 (UK EQUIVALENT TO FIRST CLASS)*
08/2020 - 05/2024 | Falmouth, UK
> ***Modules :*** *Animation fundamentals, 3D character design, Advanced 3D, Structures of cinema*

LANGUAGES

Fluent in English, Gujarati, and Hindi

INTERESTS

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