Economy Designer

About PikPok

We're PikPok, New Zealand's longest-standing game developer, and we strive to make great game experiences for our players. We want to bring success and joy by working together to entertain the world.

Over the years, we have built lots of games for all sorts of platforms, most recently titles like *Into the Dead 2, Rival Stars Horse Racing*, *Agent Intercept* and *My Cat Club*. Our teams are small, and everyone involved can contribute to the decisions that shape the products.

We're always working to build and maintain an inclusive, safe and fun studio culture. We are based in Wellington, NZ and we have an amazing group of designers, artists, programmers and support staff from all over the globe.

The Design Division is looking to add an **Economy Designer** to our team, to help build, maintain and grow the economies of our Free to Play (F2P) mobile titles

About the Design Division

For PikPok, game development is about creating amazing play experiences that engage and entertain. To that end we have multiple divisions that work in harmony to create those experiences.

The Design Division encompasses the disciples of Game Design, UX Design, Audio, Games User Research and Market Research.

The purpose of the Design Division is to improve company revenue through designing highly engaging, entertaining and retaining games with systems that maximise the monetisation potential in the target audience.

About the role

As an **Economy Designer** you would play a key role in helping us improve our retention and monetisation by working with design teams to sculpt game economies that drive the players to engage with the games' systems on an ongoing basis.

You will directly design economic systems while working with Lead Designers and Product Owners to achieve the goals and purposes set for the games' experiences. You will maintain, improve and grow the economic systems and balancing of titles. And you will be constantly looking for ways to improve

retention and monetisation through the balance of sinks and sources, progression curves, offers, F2P best practice and other systems that directly tap into Player Psychology.

While you will undoubtedly spend a lot of time in spreadsheets, you will also have a great rapport with people, be willing to present to a wide range of people, be highly organised and always looking for ways to add more value.

Your Deliverables and Responsibilities

1. Live the PikPok Company Values

- **Be Curious** - Be interested in everything. Ask questions often. Seek to understand our players, their motivations and behaviours. Frequently challenge your own ideas and positions. Understand that everyone has something to teach and learn. Bring a level of enthusiasm and passion to your work.

- **Take Ownership** - Don't procrastinate. Be willing to make a commitment and own any subsequent successes and failures. Have the maturity to learn from mistakes and be hungry for feedback. Understand that quality is everyone's business and push yourself and others to own the delivery of quality. Be reliable, with a willingness to take a feature (or similar) and own it, including driving it, ensuring it is completed, looping in others, updating artifacts, and more.

- **Collaborate Well** - Have a willingness to collaborate with others and think beyond yourself. Have the ability and willingness to actively listen to others and see their side of the issue. Be willing to take advice without being defensive and to separate work critique from personal critique. Understand the common purpose, support and nurture colleagues. Work toward the benefit of the company and project. Be respectful. Be understanding. Be kind.

2. Games Industry Knowledge

Learn, use, and share appropriate industry knowledge and experience, including but not limited to:

- Game development cycle
- Nuances and needs of different platforms
- Relevant market knowledge, such as detailed understanding of systems in leading games (both made within PikPok and in the wider industry)
- Best practices related to systems, economies, player motivations, and progression
- Intuition of future trends and opportunities

3. Economy Design

- Work with dev team to create economic systems that drive retention and monetisation
- Use math (and associated tools) to develop and present models of economies and

progressions

- Create initial data for those systems. Generating the spreadsheets etc. to allow for ease of entry and maintenance
- Work with tools programmers to create data systems that reduce chance of human error and have active error checking
- Work with Games User Research and Analytics to track how the economies perform and optimise accordingly

4. Economy Balancing and Updates

- Work to improve and balance game economies already in the PikPok portfolio
- Learn project specific tools/systems as necessary.
- Work with development team to improve systems and tools where it suits the project priorities
- Work with Games User Research and Analytics to track how the economies perform
- Use that data to responsively (& responsibly) tune game variables to improve a game's engagement, difficulty, pace, as well as economy and progression
- Communicate reasonings clearly
- Drive the testing of all changes (utilising QA and other resources) to minimise the risk of mistakes being released to the public
- Be available to, and responsive in, resolving any issues - liaising with community services and the wider company as required

5. Work Ethic

- Demonstrate enthusiasm for your work, the projects, the work of others, and PikPok as a whole
- Demonstrate good self management skills, while still being able to follow any team plans
- Show good self motivation. Proactive in seeking meaningful work.
- Demonstrate the efficiency to do what's necessary, while not relying on overtime as a solution

6. Creative Problem Solving

- Work with teams to come up with creative solutions to a problem that consider the project and business goals as well as the users' needs
- Iterate, brainstorm, and incorporate the best ideas from all sources
- Use intuition as appropriate
- Use data and research to validate solutions, where available. Seek data when it is not

7. Help deliver the goals of the Design Division

- Actively communicate any problems, or needs to your manager, so that they can be appropriately addressed.

- Help promote the needs and goals of the Design Division to the greater company

- Help improve the effectiveness and efficiency of the division through your attitude, day-to-day work and forward-thinking strategies

8. Actively support Health and Safety initiatives in the Studio

PikPok's priority is the health and safety of all those around us. Our people are encouraged to work together to provide a safe environment for all.

- Health and safety procedures are understood and adhered to
- All identified hazards are reported to HR@pikpok.com within five working days
- Report all accidents, incidents or near misses to HR@pikpok.com within two working days
- Participate in Health & Safety training as required
- Take responsibility for personal Health & Safety behaviour in the workplace
- Complete any requests to support H&S correction activity in and for the Studio
- Actively support Health and Safety initiatives in the Studio

Your Background

Desired Skills, Experience & Attributes

- Bachelors degree in Economics or similar discipline
- 2+ years working in a professional environment working on economic systems or analysis
- Strong interest in games and game development.
- Skilled in data analysis and economic simulations
- High level of knowledge of Excel or Sheets.
- Good understanding of how games are made and the key roles involved.
- Great interpersonal skills and willingness to deal with members of the public
- A patient, approachable, empathetic and supportive personality
- Highly organised, and with a desire to help and organise others.

- Comfortable working with a diverse range of people, and in a job with requirements that can change on a daily basis
- Constantly seeking to improve the effectiveness and contribution of their role, and the effectiveness and efficiency of the division
- Comfortable researching and advocating for new methodologies and technologies related to role.

Salary negotiable based on experience.