

# LAVINIA CIRJAN

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## SUMMARY STATEMENT

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Game Designer specializing in system design and user experience for live service mobile titles.

10+ years of experience in the gaming industry owning and tuning progression systems, competitive features, Battle Passes, and live events to drive retention, conversion, and monetization.

Hands-on implementation, prototyping, and data-driven iteration across live environments using internal and industry-standard tools.

## WORK EXPERIENCE

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**Electronic Arts** | Orlando, Florida

**02/2017 – Present**

### ***Game Designer***

- Own the design, implementation, and live iteration of progression systems, game economy, monetization features, and Live Ops events for a large-scale live service title
- Design and maintain competitive systems and calendars, including Arenas, League vs League tournaments, daily objectives, sieges, and leaderboard-based events
- Lead multiple feature designs from concept to live release, producing high concept documents, functionality specs, Test-for-Completion lists, and wireframe prototypes
- Implement and self-debug features using internal asset management tools and XML-based configuration across multiple live environments
- Collaborate cross-functionally with production, engineering, QA, and analytics to ensure features ship on time and perform as intended in live environments
- Use live data and player behavior insights to tune systems, events, and rewards to improve retention, engagement, and monetization
- Create new gameplay scenarios and event variations by extending existing systems and technology

**Ubisoft** | Bucharest, Romania

**10/2014 – 02/2016**

### ***Game Designer – Community Manager (Galaxy Life Game)***

- Designed and documented features, release notes, and community communication materials
- Leveraged direct player feedback and community insights to inform UX improvements and design decisions

**Electronic Arts** | Bucharest, Romania

**05/2009 – 10/2014**

### ***(multiple roles) QA Tester → QA Test Lead → QA Training Lead***

- Developed strong instincts for game systems and user experience while leading QA efforts on validating complex features in partnership with designers

## EDUCATION

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Bachelor's degree in journalism and communication | Spiru Haret University, Bucharest