

Chey Amil

Senior Game Designer

 cheyenne_amil@hotmail.com |  (416) 894-5025 |  cheyenneamil.com

Profile

Creative, versatile designer with 7+ years of experience in gameplay systems, live services, and immersive tech. Proven leader in cross-genre, cross-platform projects, crafting engaging experiences. Skilled in scalable systems, data-driven iteration, and fostering team collaboration for impactful results.

Professional Experience

Sinn Studio Inc.

Lead Game Designer

Jan 2024 – Jun 2025

- Spearheaded end-to-end design and development of VR combat sandbox *Battlegrounds*, from concept to free-to-play live service.
- Achieved a 4.8 star rating on the Meta Quest Store with over 500,000+ downloads and 300,000+ active players in the first quarter, ranking among Meta's Top 50 trending titles in 2025.
- Owned all game features including combat mechanics, 3Cs (Character, Camera, Controls), progression systems, monetization, and in-game economy.
- Innovated VR industry standards as the first title to successfully implement engaging multiplayer melee combat through strategic design choices and feature prototyping.
- Guided product direction through agile iteration informed by player feedback, KPIs, competitive analysis, and analytics data.
- Collaborated directly with product managers, artists, engineers, and directors to ensure alignment between vision and implementation.
- Supported junior developers with feedback, mentorship, and design task breakdowns.

Ubisoft Montreal

Senior Game Designer

Dec 2021 – Jan 2024

- Designed and developed gameplay systems for *Project Blackbird*, a multiplayer PvPvE FPS title under the Far Cry brand from concept to production.
- Scaled the project from an initial prototype team of 20, to a global development team of over 350+ members across four time zones, delegating tasks and onboarding new team members to ensure alignment with the project vision.
- Owned key systems including weapons, progression, economy, vehicles, core loops, and 3C's, authoring multiple designs with associated risk trade-offs for stakeholders.
- Authored clear and scalable design documentation for seamless deployment across internal and partner studios.
- Enhanced core game loop through detailed user research, large focus groups and playtests.

Future Immersive**Game Designer****Jan 2020 – Jul 2021**

- Reimagined and balanced gameplay systems for the released singleplayer VR title *Furious Seas*.
- Enhanced and leveraged community engagement by integrating internal communication channels with platforms such as Discord, Reddit, Steam, and Canny.
- Successfully developed and pitched multiple projects (*Seagineer*, *Whale*, *Belly Brawlers*) for CMF, Ontario Creates, and other publishers, attaining funding needs.
- Collaborated with developers and artists to build, test and deploy features from concept to deployment.
- Managed and maintained comprehensive documentation for game systems, mechanics, and narrative elements.
- Enhanced user experience through regular user testing and data analysis, leading to continuous iteration of core gameplay features

SNC-Lavalin Group Inc.**VR Developer****Jun 2019 – Jan 2020**

- Developed immersive 3D visualizations and interactive demos for construction and infrastructure projects in VR using Unreal Engine.
- Integrated and trained teams on VR tools such as ProspectVR and UE4 across multiple departments.
- Conducted R&D in photogrammetry, ArcGIS integration, 3D printing, and HoloLens applications. Independently managed multiple VR projects simultaneously while adapting to evolving technical challenges.

Sheridan College**Game Developer****Sep 2018 – Apr 2019**

- Produced and led the development of *XenoTrigger*, a competitive FPS time-trial game built and deployed in a small interdisciplinary and agile team.
- Designed game mechanics and created immersive art assets using an agile pipeline.
- Oversaw milestone planning, team communication, and conflict mediation to ensure timely delivery.
- Presented at LEVELUP! 2019 competition, gaining honorable mention and overwhelming positive reception

Sheridan College**AR Game Developer****May 2018 – Sep 2018**

- Designed, built and deployed *mARbles*, a multiplayer augmented reality mobile game, with a small agile team of post graduate students.
 - Innovated with emerging AR technology as one of the first projects to successfully network and synchronize a stable multi-user experience.
 - Contributed across programming, UX/UI design, project management, and playtesting workflows.
 - Publicly demonstrated the project at EGLX to an audience of over 15,000+ attendees, receiving overwhelmingly positive feedback.
-

Education & Awards

Honours Bachelor of Game Design

Sheridan College | *Sep 2015 – Apr 2019*

Art Fundamentals Certification

Sheridan College | *Sep 2014 – Apr 2015*

Most Stunning Experience Award

MIT RealityHack | *Jan 2025*

Best In Play Award

GDC | *Jan 2018*

Professional Skills

Strategic & Technical Leadership

- Systems thinker with agile problem-solving skills, adept at optimizing workflows and driving innovation.
- Data-driven decision-maker, leveraging live metrics to refine performance and player experience.
- Cross-functional collaborator and team leader, bridging gaps between design, engineering, and art.
- Implemented agile workflows and sprint planning that improved team efficiency, reducing development bottlenecks and accelerating project timelines.

Technical Proficiency

- Game Engines: Unreal Engine (UE4/UE5), Unity Engine, SnowDrop Engine.
- Platforms: PC, XR (Meta Quest, HoloLens, AR), Mobile
- Development Tools: Jira, Confluence, Miro/Figma, Adobe Creative Suite, Git/Perforce
- Programming/Scripting: Blueprint (Unreal), C# (basic)

Communication & Mentorship

- Clear and concise design documentation, ensuring alignment across teams.
- Strong mentor and communicator, fostering growth in junior team members and streamlining cross-disciplinary workflows.
- Acted as a liaison between design, engineering, and artistic teams to streamline workflows, clarify project goals, and resolve interdisciplinary conflicts effectively.