Murat Aydın

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Date of Birth: 28.05.2001 | Driver's License: B | Military Service: Deferred until 12.02.2030

Summary

I graduated from Beykoz University with a degree in Digital Game Design and a 3.49/4.00 GPA. In the games industry, I have worked on product development, game mechanics, user behavior analysis, game economy and monetization. I focus on improving the player experience and product performance through data-driven analysis and AI-assisted prototyping.

Work Experience

Editor Intern – **De Marke Gaming** | Remote | 04/2025 – 06/2025
- Grew the X community's membership by 17% in 2 months by developing a UGC-focused community growth strategy.
- Optimized the content funnel by analyzing user feedback and engagement metrics.

Game Designer Intern – **Scoutli** | Remote | 02/2025 – 05/2025
- Developed prototypes for product ideas and gamification elements using AI-assisted tools.
- Prepared a Game Design Document (GDD) for game mechanics and product features.
- Evaluated prototypes against user flows and product metrics, and used user and market research insights to help improve scoring systems and product mechanics.

Game Data Analyst Intern – **The Game Circle** | Hybrid | 08/2024
- Analyzed the monetization and retention structures of published mobile games and evaluated revenue growth opportunities.
- Identified performance issues in In-App Purchase (IAP) and In-App Advertising (IAA) processes using user behavior data, and made recommendations for ARPU and revenue optimization.
- Identified and reported issues that could negatively affect conversion rates through user experience testing.

Projects

Mobile Puzzle Games | iOS | App Store | 2026
- Designed and developed Sudoku Master, Queens Master, Hue Recall, Connect Master, Color Pieces and Color Shade Finder with AI assistance using Cursor, and published them on the App Store.

Volunteer Experience

Volunteer Game Tester – **Sports Interactive** | Football Manager | Remote | 02/2024 – Present
- Compared the game database with real football data and league rules, and reported inconsistencies.
- Reported technical bugs and unexpected game behavior found during game engine testing.

Volunteer Game Tester – **Keep Games** | Feudal Friends | Remote | 03/2023 – 11/2023
- Tested mechanics, game economy and balance in PvP, PvE and Tutorial modes, and made recommendations.
- Identified and reported technical issues related to UI, characters and the game engine.

Education

Kahramanmaraş Sütçü İmam University – Digital Game Design, Master's Degree (Thesis) | 10/2026 – Present
Anadolu University – AI-Assisted Coding | 09/2026 – Present
Beykoz University – Digital Game Design, Bachelor's Degree (GPA 3.49/4.00) | 10/2021 – 07/2025

Skills

Game Design: GDD Writing, Game Mechanics, Gamification, Game Deconstruction, AI-Assisted Prototyping
Analytics and Monetization: User Behavior Analysis, Retention, Funnel Analysis, IAP, IAA, ARPU, Product Metrics
Game Testing: Game Economy and Balance Testing, Data Consistency Testing, Bug Detection and Reporting
Community and Content: UGC Strategy, Community Growth, Content Strategy
Tools: Unity, Cursor, Figma, Jira, Trello, Notion, Excel, AI Tools
Languages: Turkish (Native), English (Basic – technical terminology)

Certificates and Achievements

- Professional Football Management Certificate Program – İstanbul Başakşehir Football Club, 2025
- Digital Marketing U-20 Summer Camp – Bilyoner, 2024
- DIGIAGE "Game On" Hackathon (with the mobile game Notes) – Turkish National Agency & Erasmus+, 2024
- Game Design Foundations – LinkedIn Learning, 2024

References

Baykutay Hakan Kaya – Game Artist, Paxie Games – +90 544 942 59 92