

HERMAN AHMAD

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An accomplished design generalist with over eight years in game development, specializing in storytelling through design and world building. Has proven leadership abilities and a track record of shipping AAA games within internationally distributed teams. With a versatile skill set extending to VR, mobile applications, and web development, is enthusiastic about interdisciplinary collaboration and continuous learning.

KEY SKILLS

Team Leadership | People and Product Management | Cross-functional Collaboration | Game Development | Level Design | Quest Design

PROFESSIONAL EXPERIENCE

PLAYSTATION LONDON STUDIO

Lead Level Designer

Jul 2022 - Jul 2024

Project Title: Unreleased PS5 online co-op combat title set in modern fantasy London

- Led a team of two Level Designers and reported to the Design Lead.
- Trained 5 Environment Artists in level design through lectures, 1-on-1 sessions, reviews, and a demo level to effectively utilize resources to deliver the game's vision.
- Established level design philosophy and created gyms to define rules, pipeline, and set benchmarks.
- Led Level Design team through the 'First Playable' milestone, transitioning the project from prototype phase.
- Built and maintained interdisciplinary relationships, fostering a collaborative environment.
- Collaborated with the Tools team to identify and address the Level Design team's needs, improving productivity and ease of use within a bespoke engine.

UBISOFT SINGAPORE

Associate Lead Level Designer

Oct 2021 - Jun 2022

Project Title: Skull & Bones

- Led a team of four Level Designers, reported to the Associate Level Design Director.
- Managed and coordinated the design of five sub-regions in the East Indies, establishing a unified theme and mix of activities across the game world.
- Guided the team through the 'Content Lock' milestone, presenting deliverables to the Design Director and stakeholders for sign-off.
- Collaborated with partner studios globally, driving alignment and improving workflows through regular cross-studio communication.

UBISOFT SINGAPORE

Level Designer

Apr 2019 - Sep 2021

Project Titles: Skull & Bones, Assassin's Creed Valhalla

- Designed and authored multiple locations in the East Indies sub-regions to enhance player exploration through diverse content and ship types.
- Led and mentored junior Level Designers, providing structured feedback through regular playtesting sessions.
- Developed the Eurvicscire Assault segment, a two-part siege warfare feature culminating in a high-stakes assassination within the questline.

- Co-authored the Hadrian's Wall sub-region, integrating diverse activities and Points of Interest (POIs).
- Collaborated on the cohesive design of the Eurvicscire region, ensuring thematic consistency, ecosystem believability, and engaging gameplay.
- Managed cross-functional communication with teams across Montreal, Sofia, Chengdu, and the Philippines to streamline shared mandates and reduce miscommunication.
- Onboarded and coached new team members, ensuring adherence to quality standards and facilitating smooth team integration.

UBISOFT SINGAPORE

Junior Level Designer

Nov 2016 - Mar 2019

Project Title: Assassin's Creed Odyssey: Legacy of the First Blade DLC

- Delivered quests within tight deadlines for a live game, adapting workflows to overcome technical challenges while maintaining quality standards.
- Collaborated with the world team to design quests and regional narratives for the Messara region, contributing to the game's open-world and player experience.
- Led a Strike Team to develop the Mikkos questline on short notice, ensuring the inclusion of a unique questline on each island within the game.
- Trained and mentored new team members, ensuring they understood workflows and contributed content that met the studio's quality expectations.

UBISOFT SINGAPORE

Level Integrator Assistant

May 2016 - Nov 2016

Project Title: Assassin's Creed Origins

- Gained hands-on experience with AAA game development workflows, proprietary tools, and processes, building a solid understanding of professional game production.
- Collaborated with cross-functional teams to align level design elements with narrative goals, enhancing the overall gameplay experience.

ROCK NANO PTE LTD

Game Design Intern

Jun 2015 - Nov 2015

Project Title: A Drive Back in Time

- Game designer for *A Drive Back in Time*, a GPS-based VR experience developed in collaboration with LG and Audi for Singapore's Golden Jubilee.
- Researched and integrated archival data and public records to create an immersive tour experience, showcasing Singapore's Civic District as it appeared in 1965.
- Developed two versions of the experience: a standalone version and an event-specific version synchronized with users' real-time GPS location.

Previous career details available upon request.

EDUCATION

- Bachelor of Science in Computer Science and Game Design, DigiPen Institute of Technology.
- Diploma in Electrical and Electronic Engineering, Singapore Polytechnic

VOLUNTARY WORK

- Mentor with Limit Break, 2013 (Game Industry Mentorship).
- Volunteer at WaterWays Watch Society, 2019-2022 (Environmental Organization).
- Fundraiser with The Distinguished Gentleman's Ride, 2020 (Health Charity).