
AMBER
OVERVIEW DECK
LEVEL DESIGN SERVICES
Q3 2026

CORE STRENGTHS

Global Presence

with flexible and scalable teams
(900+ staff across 8 locations and 4 continents).

Veteran Leadership

from companies like Electronic Arts, Ubisoft, Disney/Marvel, Activision/Blizzard, Gameloft and more.

Full-Stack Game Development

across multiple platforms and a variety of game genres.

International Certification

Information Security Management ISO 27001 Certified

Trusted by Partners

Service Partner 2026

Service Partner 2025

NPS 67 2025

NPS 64 2024

NPS 63 2023

Recognized by Peers

MOBILE GAMES AWARDS – BEST CODEV/ OUTSOURCING STUDIO WINNER 2025

MOBILE GAMES AWARDS – BEST QA & LOCALISATION SERVICE PROVIDER HONORABLE MENTION 2025

MOBILE GAMES AWARDS – BEST QA & LOCALISATION SERVICE PROVIDER WINNER 2024

MOBILE GAMES AWARDS – BEST SERVICE PROVIDER NOMINEE 2024

MOBILE GAMES AWARDS – BEST QA & LOCALISATION SERVICE PROVIDER WINNER 2021

DeveLop – BEST QA & LOCALISATION SERVICE PROVIDER FINALIST 2018



AMBER is a trusted global game development partner with expertise across a wide range of platforms and genres.

CREATIVE STUDIOS



Karaokulta

Genre Passion: Hybrid Casual Mobile
Platform: Mobile, PC, Streaming, Roblox
Tech: Unity, C#
Audience: Family Friendly, Broad Audience
Monetization: F2P, Paid
View Deck
GUADALAJARA / MONTREAL

Avalon

Genre Passion: Puzzle, Casual Games
Platforms: Mobile, Streaming
Tech: Unity, C#
Audience: Family Friendly, Broad Audience
Monetization: F2P, Paid
View Deck
BUCHAREST

Madbricks

Genre Passion: Action Adventure Games + Narrative-based
Platforms: Mobile, PC, Streaming, Roblox
Tech: Unity, C#
Audience: Family Friendly, Broad Audience
Monetization: Paid, F2P
View Deck
BOGOTA

Play with Fire

Genre Passion: High Fidelity AAA Execution and AI Game Mechanics
Platforms: Console, PC, Streaming
Tech: Unreal / Proprietary / C++
Audience: Teens / Adults 13+
Monetization: Paid
View Deck
BUCHAREST / MONTREAL

Lorraine

Genre Passion: Core Strategy and RPG Games, Usually with Multiplayer Components
Platforms: Mobile, PC (includes Switch, Streaming
Tech: Unreal, Unity, C++, C#
Audience: Teen / Adults 13+
Monetization: F2P, Paid
View Deck
BUCHAREST / KYIV

OFFERINGS & CAPABILITIES



Full Game Development



Ports & Remasters



Turnkey Co-development



AAA Art Production



Team Augmentation Across All Disciplines



Post-Launch Content & Live Operations



Dev Support Services (QA, Localization, Player Support)



Marketing & Business Performance



Emerging Platforms

TECHNOLOGIES & PLATFORMS

AMBER has tackled every major platform and has software & hardware licenses to support all your development needs.



TRUSTED BY INDUSTRY LEADERS



"I have worked with many external vendors/partners/providers in the past and have never had a quality of service quite up to the level as we've received from AMBER."

Ayhan Sahin - BIG FISH GAMES

"We are delighted by the last 3 years we have shared together and by the more of 2000 levels you have created for us, for the project Angry Birds Friends, during all this time. I think I can speak for everyone when I say that it has been a wonderful and enriching experience from the very beginning. Thanks a lot for sharing with us your passion and your eagerness to learn more and more every day. We really appreciate the fact that we together have been able to push the boundaries of our level design to limits we never thought we would reach."

Adrian Navarro Perez - ROVIO

"I feel like our collaboration with AMBER has only strengthened over the years of working together. Teams and individuals from TSB who are working directly with AMBER team all shared positive feedback about them."

Eszter Barabas - SANDBOX

"A wonderful experience working with a professional and inspired team! Our products are better with AMBER in the fold!"

Jake Flint - IMANGI

LEVEL DESIGN EXPERIENCE

LEVEL DESIGN TALENT

Our Level Design Staff have worked at several high-profile games such as:



PositronX



The Crew 2



Ghost Recon Future Solider



Ghost Recon Wildlands



Assassin's Creed Odyssey



Steel Rats



Door Kickers



Monkey Quest



Lego Chima



Cartoon Universe

LEVEL DESIGN EXPERIENCE

LEVEL DESIGN TALENT

Our Level Design Staff have worked at several high-profile games such as:



Need for Speed Payback



Super Spy Ryan



Cabela's Hunting Games



Ghost Recon Breakpoint



Rainbow Six Extraction



Dread Nautical



Assassin's Creed Syndicate



Need for Speed Heat



Assassin's Creed Rogue



Assassin's Creed Origins

PROOF OF CONCEPT

UNANNOUNCED PUZZLE PLATFORMER GAME

- Launch Date: TBD.
- Built in Unreal Engine.
- Puzzle Platformer that is heavily reliant on trial and error, precise platforming and dangerous puzzles.
- An imaginative fantasy rustic adventure game focused on creativity and exploration following the journey of Quill.
- Inspired by Balkan and Romanian folklore, urban legends and fairytales.





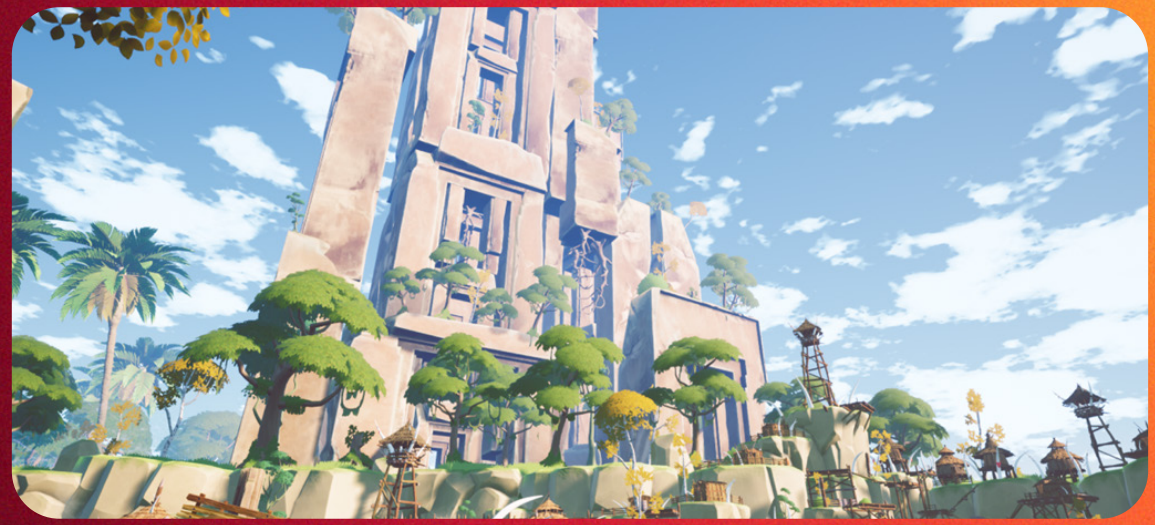
PLAY VIDEO

PLAYABLE PROTOTYPE

UNANNOUNCED BATTLE ROYALE GAME

- Built in Unreal Engine.
- Battle Royale with a focus on primal combat and heavy teamplay.
- Based on an already established and successful franchise.
- Delivered a demo map with areas accessible only by certain dinosaur archetypes, 3 types of dinosaurs (Flanker – Raptor, Tank – Triceratops, DPS – T-rex) with fluid melee combat mechanics and unique skills and abilities.





PLAY VIDEO

FULL PRODUCT

POCKET GAMER.biz

NEWS

Rovio has 10 new games in the pipeline, and a cross-platform Angry Birds is one of them

Angry Birds Next will feature multiplayer and cross-platform play

November 3rd, 2022 - 02:28pm

By Aaron Astle, Staff Writer



The Angry Birds franchise is once again spreading its wings with multiple new titles, and one in particular, Angry Birds Next, is a multiplayer game that will be making its nest on multiple platforms.

In fact, Finnish developer Rovio is creating a total of 10 new games, both in and outside of the Angry Birds series.

A flock of titles

As reported by Gamingonphone, Rovio is soon to release Hunter Heroes, Hunter Assassin 2, and has already soft-launched an idle puzzle game in the Moomins franchise titled Moomin: Puzzle and Design.

Most upcoming titles utilise the Angry Birds IP, such as the Bad Piggies sequel aptly named Bad Piggies 2. The series is an Angry Birds spinoff wherein players play on the side of the pigs, not the birds. Bad Piggies 2 was originally revealed via TikTok last year.

VIEW MORE
- News

COMPANY
- Rovio

The aforementioned Angry Birds Next, meanwhile, has been revealed with slightly more information. It is set to be the next major game in the series, featuring multiplayer and cross-platform gameplay in what may be an attempt to grow the franchise's fanbase beyond mobile.

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ANGRYVERSE BRAWL

FULL PRODUCT DEVELOPMENT

- PC/Mobile/Console
- Developed by Amber for over year by a team of 45
- Vertical Slice experience was delivered at high quality
- Rovio continues to invest in the project but decided to take it 100% internal for strategic reasons

PS5 | XS | Windows

Download on the App Store

GET IT ON Google Play

FULL PRODUCT



POSITRONX

- Launch Date: October 2020.
- Built in Unreal Engine.
- Rogue-lite First-Person Shooter that emphasizes strategic fast-paced combat.
- Unique movement and time control mechanics.
- Procedurally-generated levels, items and enemies enable infinite replayability.





Available on STEAM

gog com

PLAY VIDEO

CASE STUDY

POSITRONX



RESEARCH

References, design and gameplay research for similar games.

For PositronX, two study cases were Ziggurat and Immortal Redneck.

Ziggurat







Immortal Redneck







PEN & PAPER AND FIRST SKETCHES

Creating the first level proposals.
In this step we also determine and test the metrics we are going to use for layout development.

EXAMPLE

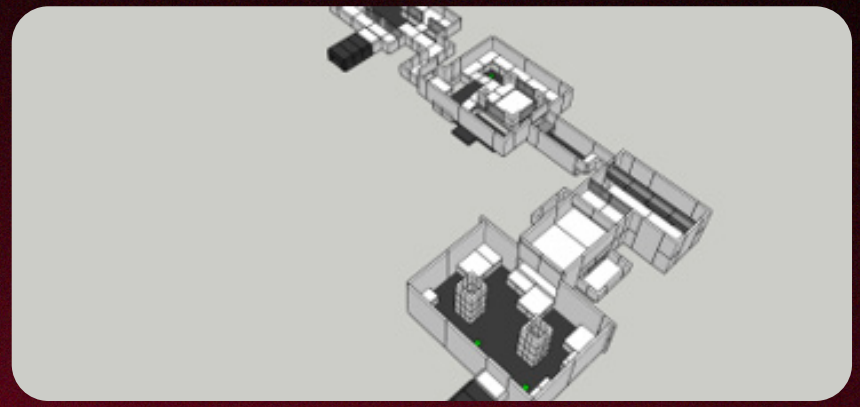
1. **FTUE**
   Isometric General View

2. **TOP DOWN**
   Start area with gameplay Intentions

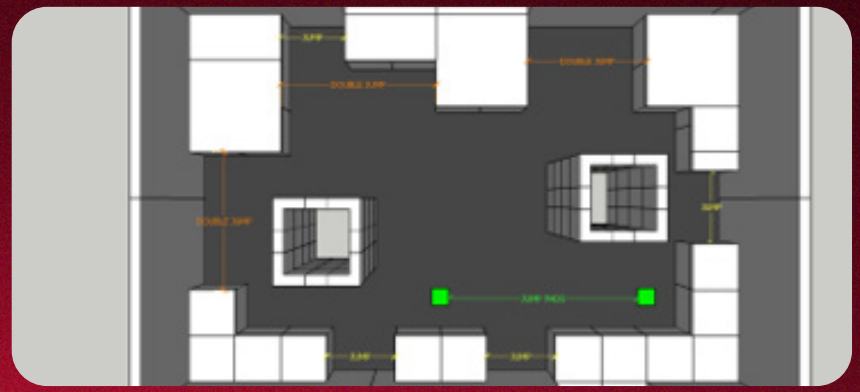
3. **FTUE LEARNING PATH**
   Isometric General View

Using the learning curve, each section allows the player to understand the game mechanics and ingredients.

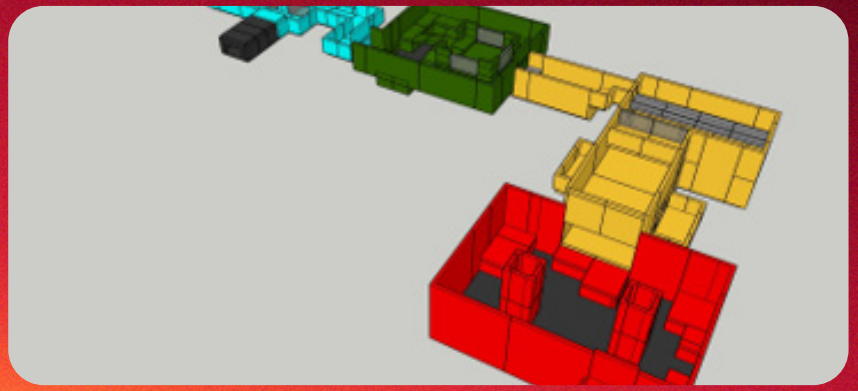
1



2



3



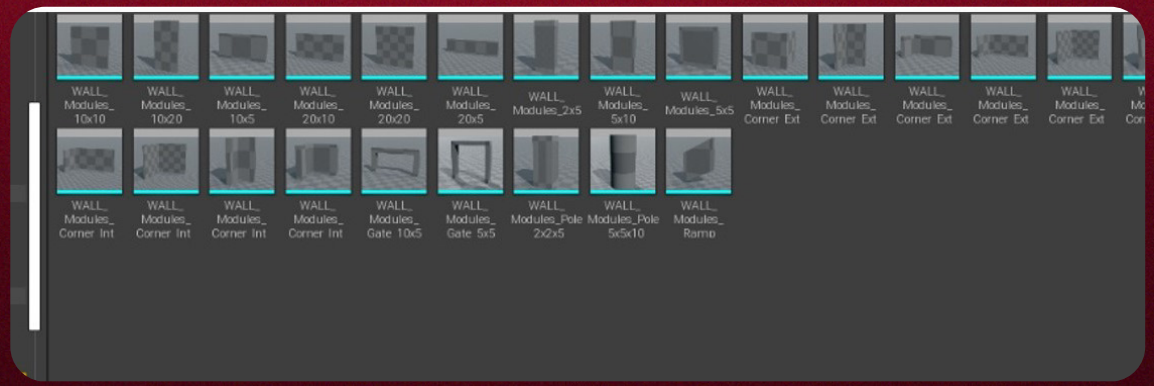
MODULARIZATION

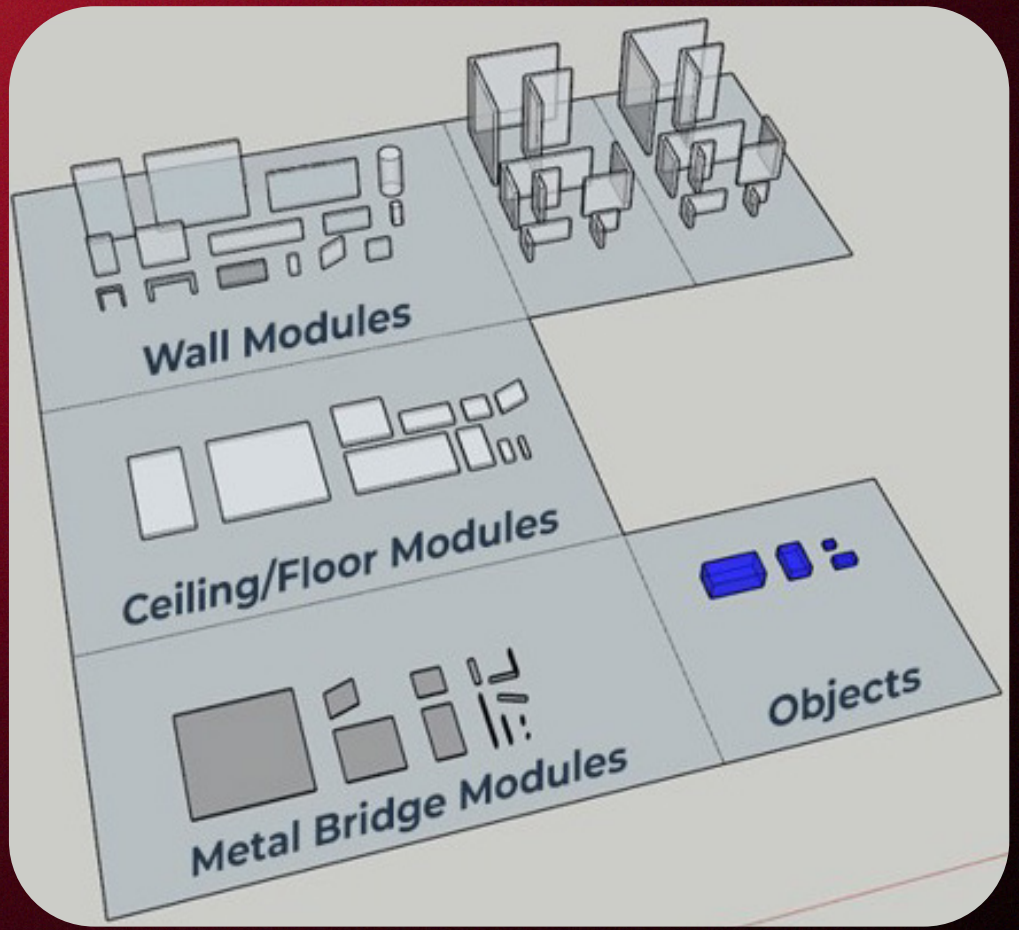
Creating modules for fast building and keeping consistency on all levels developed later.

A list of needs is created for:

- New ingredients
- AI behaviour (new or modified from already existing logic)
- New mechanics.

The list is validated through an evaluation process with the involved departments (development, art etc.)
The needs are then updated with priorities on each proposal.

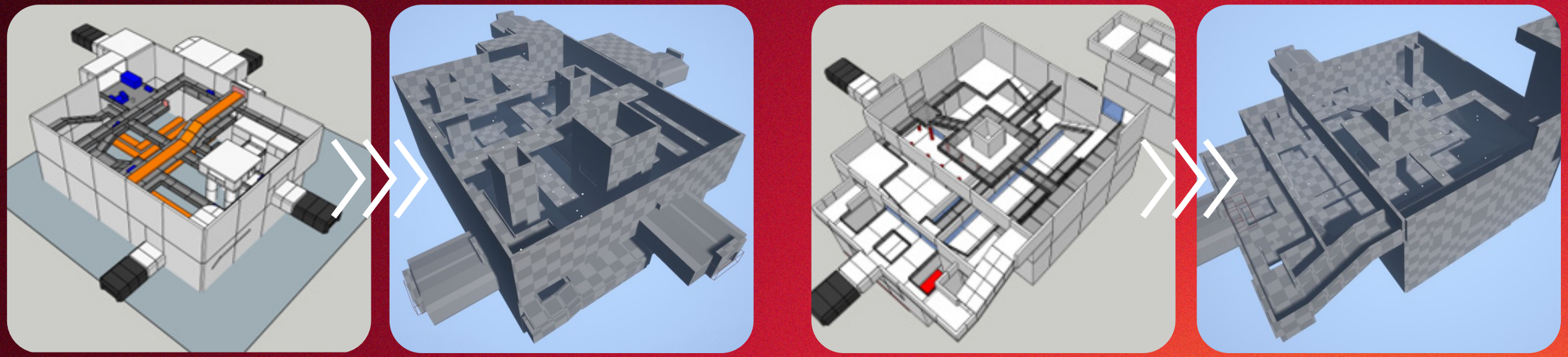




DEVELOPING THE FIRST PROPOSAL IN-ENGINE AND INTERNAL REVIEW

The work is done using modularized grey-boxes, placeholders for new elements and already available ingredients.

Following feedback, necessary modifications are made, and the process enters a back-and forth phase until the levels is validated.



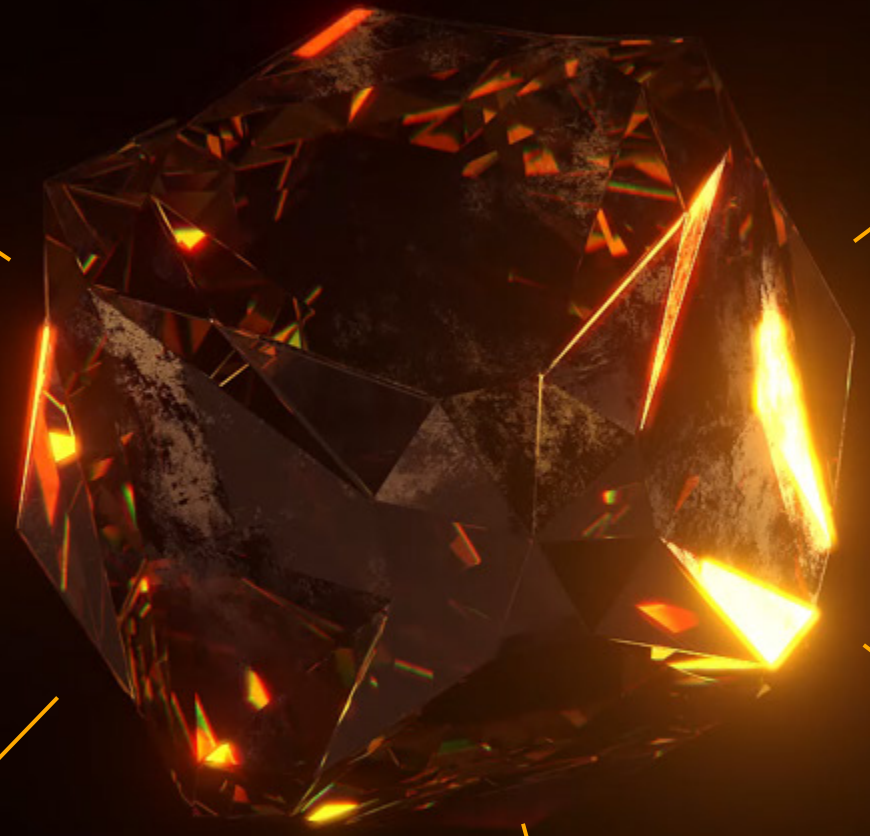
ART PASS AND PLAYTEST SESSIONS

The grey-boxes are replaced with final art assets.
Playtest sessions to balance difficulty and polish the experience.





DESIGN PHILOSOPHY



Fun and easy to navigate.

Make maximum use of the available gameplay ingredients/features.

Make use of environment and gameplay elements to surprise the player with “wow” moments.

Perfect balance of the gameplay ingredients to get the desired difficulty.

Use landmarks to guide the player.

Constantly teach the players something new.

Tell a story through environment.

DESIGN PHILOSOPHY

VARIETY



Distribution of ingredients throughout multiple levels, to ensure a varied and well-paced gameplay experience.

DIFFICULTY



Measured by the number of user attempts before a level is won.

Carefully balanced to offer a challenging experience.

PRODUCT VISION



No product is identical to another.

We collaborate with partners to understand and sustain the vision and objectives of every game.

LEVEL DESIGN WORKFLOW

The level design workflow depends on the type of project and needs From our partners. Below are some general steps likely to be Encountered during most Level Design Outsourcing collaborations.

Step 1

RESEARCH

References, design and gameplay research for similar games.

Step 2

2D SKETCHES

The Amber team creates 2d sketches of the level layout and gameplay elements with image references if needed.

Step 3

MODULARIZATION

Creating modules for fast building and keeping consistency on all levels developed later.

Step 4

GREY-BOX STAGE

Level creation in editor in grey-box stage with gameplay ingredients implemented.

Step 5

INTERNAL REVIEW

Each level approved by the Design Lead before submission to partners.

Step 6

SUBMISSION TO PARTNERS

Levels are submitted for feedback.

Step 7

PARTNER FEEDBACK IMPLEMENTATION

The team implements the feedback received from partners.

Step 8

GREY-BOX REPLACEMENT WITH ART ASSETS

After grey-box levels are approved, the team replaces the grey-box assets with final art.

**depending on project, either artists or level designers can do this step*

Step 9

FINAL TUNING

After art assets are in, a final check is done to perform final tuning on the layout and gameplay ingredients.

Step 10

FINAL PARTNER APPROVAL

Final levels are submitted to partner for approval.

LEVEL DESIGN WORKFLOW PIPELINE

GENERAL WORKFLOW INFORMATION

We use specific tools that allow us to have an overview and easily plan, track, and execute our work. We blend these learnings with partner specific ways of working.



BEAT-CHART (VARIETY MATRIX)

Is used to plan and track difficulty, pacing, ingredients distribution and variety for the created levels.



GAME DESIGN DOCUMENTS

Allows us to understand the scope of the product and create consistent level design experiences.



INTERNAL FEEDBACK

Is centralized within the project specific beat-chart document.



TECHNICAL DOCUMENTATION

Help us align to the product vision and adapt to partner-proprietary tools, such as level editors.

LEVEL DESIGN WORKFLOW PIPELINE

GENERAL WORKFLOW INFORMATION

We use specific tools that allow us to have an overview and easily plan, track, and execute our work. We blend these learnings with partner specific ways of working.







FLEXIBILITY

We can adapt to partner requested workflows and other methods of tracking.

LEVEL VERSIONING

Is performed to enable our team to re-evaluate previous iterations of the same level.

PARTNER FEEDBACK

Can also be tracked within the project specific beat-chart document.

LEVEL DESIGN WORKING PIPELINE

WORKFLOW PIPELINE

Levels go through multiple tuning phases, internal, and external with our partners, to ensure the quality standard, difficulty and overall experience is perfect for the product.

Brief Delivered via email, slack or added in partner's tracking documents.

PARTNER BRIEF

- New level specs, new mechanics, etc.

LEVEL PLANNING

- Current level batch is added in the beat-chart.
- Difficulty and ingredients distribution are mapped out.

LEVEL CREATION

- Levels are created up to a point where designers feel they are ready for review by the team.

AMBER REVIEW

Ask questions, discuss level specs, etc.

INTERNAL TUNING

Partner returns levels for iteration when necessary.

PARTNER FEEDBACK

PARTNER REVIEW

- Levels are sent to partners for review.
- Team ensures tracking documentation is updated.

LEVELS PASS REVIEW

- Once partners are satisfied with levels, they are considered done.

TECH STACK

Our internal tech stack has been refined through multiple full development projects;
Our preferred tools and engines are listed below.

Additionally, we are proficient with all the main market tools & SDKs and have extensive experience in using custom game engines, tools, and technical platforms.

Build & Engine

UNREAL ENGINE

git

unity



PERFORCE

Custom Editors

WORKFLOW AND COMMUNICATION

PARTNER

GIVING FEEDBACK
- Product review feedback
- Quality review feedback (art, design)

REPORTING ISSUES
- Tech / Art / Design discussions
- Provide decisions on flagged risks
- Provide decisions on scope

REVIEW & APPROVAL
- Review builds as per delivered scope
- Approve builds

AMBER

GIVING FEEDBACK
- Product review feedback
- Quality review feedback (art, design)

PROVIDING INFO & OPTIONS
- Track issues & provide options
- Communicate risks & mitigation options
- Communicate & provide options for scope

PROGRESS REPORTING
- Track issues & provide mitigation options
- Sprint / Risk / Milestone Reporting

Outlook

Zoom

Slack

Jira

Confluence

AMBER CHAMPIONS



IULIAN ANTON
HEAD OF PRODUCT
DEVELOPMENT SOLUTIONS



RADU DOROFTEI
HEAD OF CONTENT DEVELOPMENT



BODGAN TRAU
LEVEL DESIGN
DIRECTOR

THANK YOU!



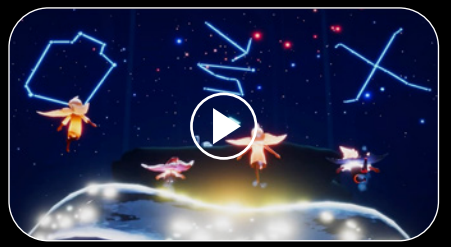
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BD Manager

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