
AMBER
OVERVIEW DECK
Puzzle Game Experience
01:23
570,703
PERFECT!
CHAIN: 131
HOLD
NEXT
BPM
168
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

TRUSTED BY INDUSTRY LEADERS



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, Paradise Cove Casino

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, Angry Birds Friends

Amber made collaboration effortless — clear communication, creative alignment, and a level of professionalism that kept production moving smoothly. The process was inspiring, and the final product truly reflected the energy they put in.

Matthew Zikry - SONY IMMERSIVE MUSIC STUDIOS

We have been extremely pleased with Amber as our design partner. They are proactive, easy to reach, nor have we ever lacked any visibility into what is happening, and when. The quality was good from the get-go and has only become better the longer we have worked with them. Amber is a good crew. Very happy to have them."

Harro Gronberg – ROVIO, Angry Birds Reloaded

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, The Sandbox – Invincible

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

Jake Flint – IMANGI, Temple Run Series

Amber's team threw themselves into their collaboration with us. At every step, they were committed to getting us what we needed, as well as understanding and adapting to our ways of working. Their communication and professionalism was a genuine pleasure to experience."

John Lau - USTWO GAMES, Monument Valley 3

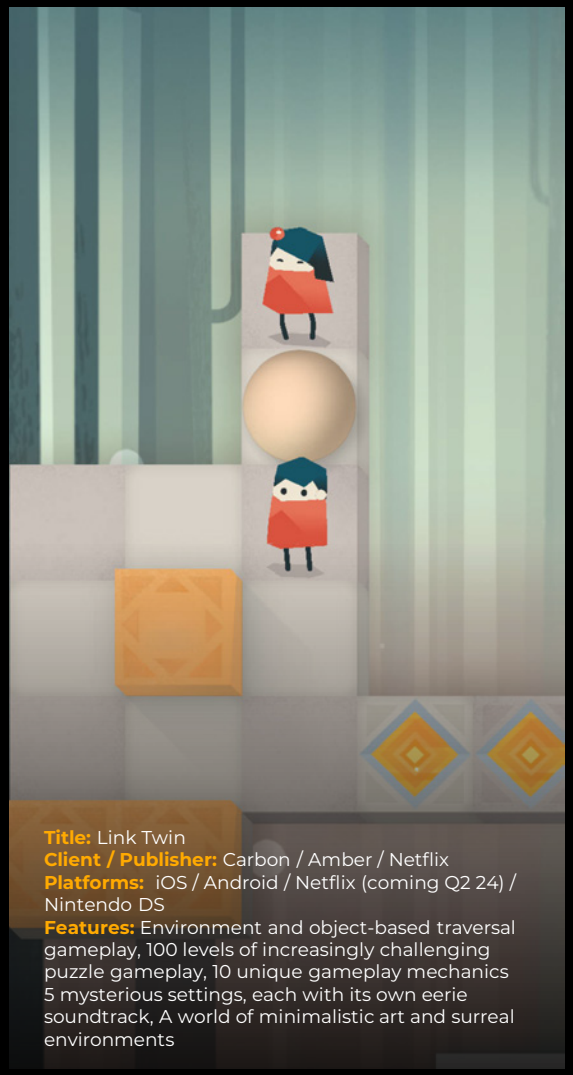
PUZZLE PORTFOLIO



Title: Cinderella Free Fall
Client / Publisher: Disney Interactive
Platforms: iOS / Android
Features: 1500 levels+, 10 game mechanics, 7 characters, 6 power-ups, 5 beautifully rendered Chapter Maps, CMS for level and content adjustments



Title: Toy Blitz
Client / Publisher: Amber
Platforms: iOS
Features: Casual Puzzle game with head-to-head competitions, High-quality broad-audience art style in an immersive fantasy theme, 100 characters with unique abilities & progression systems

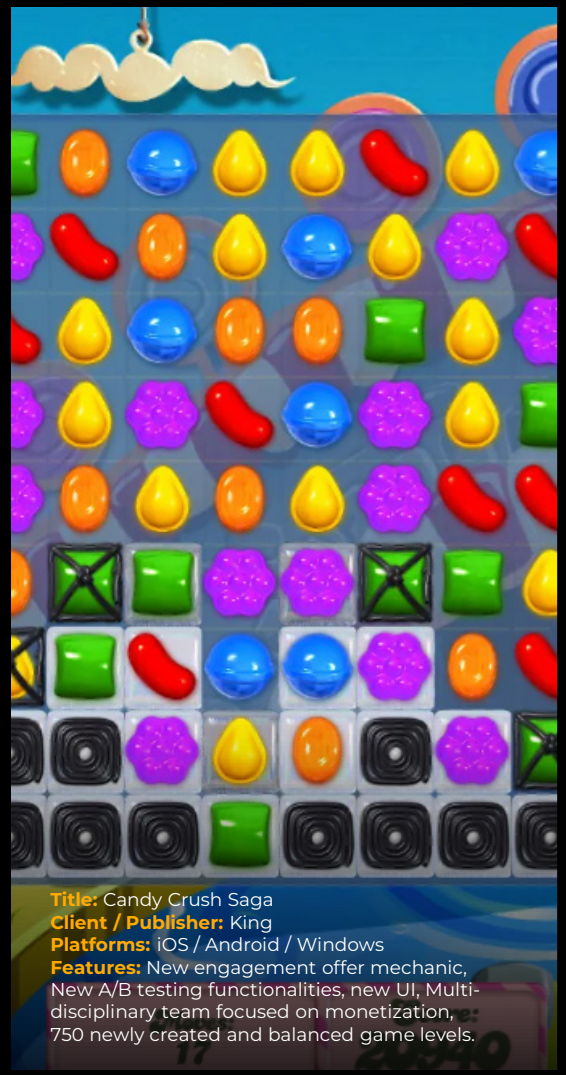


Title: Link Twin
Client / Publisher: Carbon / Amber / Netflix
Platforms: iOS / Android / Netflix (coming Q2 24) / Nintendo DS
Features: Environment and object-based traversal gameplay, 100 levels of increasingly challenging puzzle gameplay, 10 unique gameplay mechanics 5 mysterious settings, each with its own eerie soundtrack, A world of minimalistic art and surreal environments

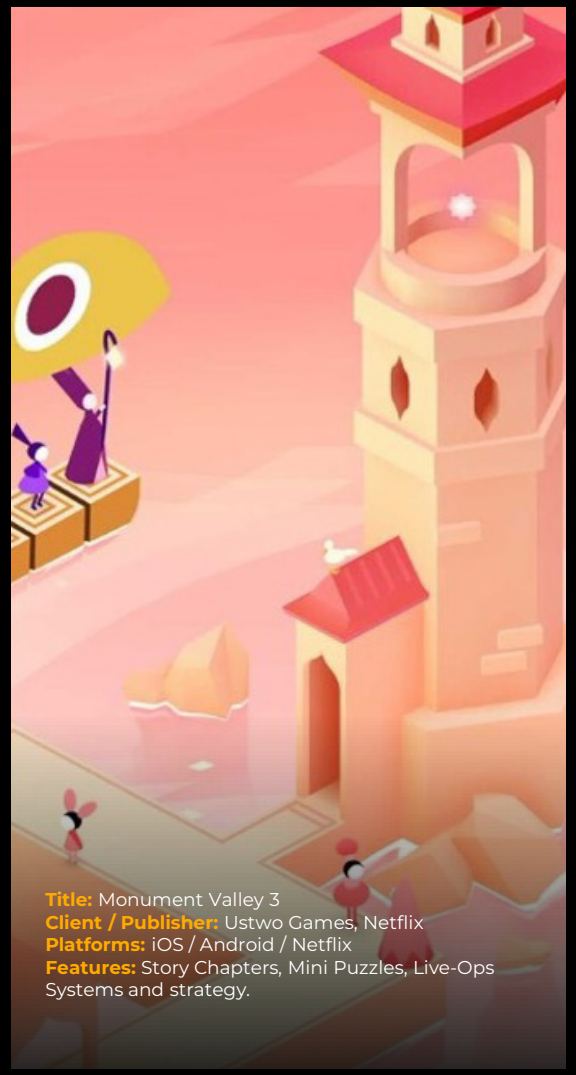


Title: My Talking Tom 2
Client / Publisher: Outfit7
Platforms: iOS, Android
Features: Created content and level design for the mini games Pet Connect, Super Balloons, Ice Smash, Totem Blast, for the acclaimed second entry of the Talking Tom series.

PUZZLE PORTFOLIO



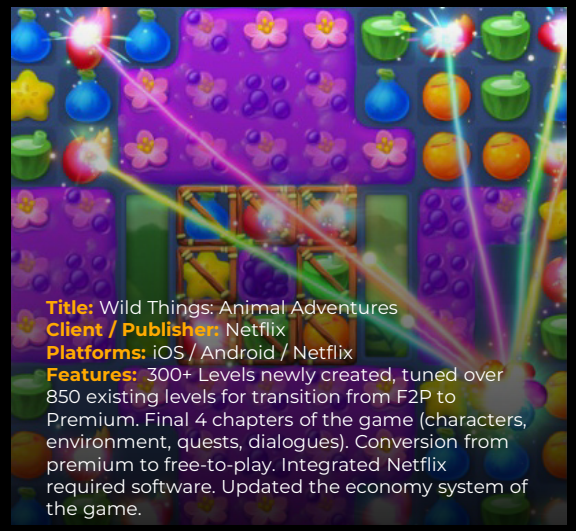
Title: Candy Crush Saga
Client / Publisher: King
Platforms: iOS / Android / Windows
Features: New engagement offer mechanic, New A/B testing functionalities, new UI, Multi-disciplinary team focused on monetization, 750 newly created and balanced game levels.



Title: Monument Valley 3
Client / Publisher: Ustwo Games, Netflix
Platforms: iOS / Android / Netflix
Features: Story Chapters, Mini Puzzles, Live-Ops Systems and strategy.



Title: Merge Mansion
Client / Publisher: Metacore
Platforms: iOS / Android
Features: Design and scripting for narrative in-game cutscenes. 2D Art illustration for cutscenes, animations for characters.



Title: Wild Things: Animal Adventures
Client / Publisher: Netflix
Platforms: iOS / Android / Netflix
Features: 300+ Levels newly created, tuned over 850 existing levels for transition from F2P to Premium. Final 4 chapters of the game (characters, environment, quests, dialogues). Conversion from premium to free-to-play. Integrated Netflix required software. Updated the economy system of the game.



Title: Vineyard Valley
Client / Publisher: Jam City, Netflix
Platforms: iOS / Android / Netflix
Features: Tuned 1000+ existing levels for transition from F2P to Premium

PUZZLE PORTFOLIO LEVELS CREATED

Every successful game revolves around content, with Retention continuing to be an essential indicator of a product's health. We will work closely and tirelessly with you to create an ongoing pool of additional content, aiming to extend the lifespan of your product in new and exciting ways for your audience, as we did for:



Disney Dream Treats

500

Levels since July 2019



Inside Out Thoughts Bubbles

1.260

Levels since July 2019



Cinderella Free Fall

1.500+

Levels since March 2015



Angry Birds Dream Blast

1.425

Levels since February 2020



Angry Birds Friends

2.200+

Levels since February 2021



Angry Birds Casual

4.500+

Levels since October 2020



Angry Birds Reloaded

1.250+

Levels since September 2024



Pogo Multiple Games

1.100+

Levels since October 2022

Watch the Showcase Video

PUZZLE PORTFOLIO LEVELS CREATED

Puzzle games run deep within Amber's DNA, with broad puzzle title experience. Amber designers are currently crafting hundreds of levels a month for world renowned, top performing puzzle games:



Bubble Witch Saga 2

6.300+

Levels since May 2019



Bubble Witch Saga 3

10.500+

Levels since July 2019



Diamond Diaries Saga

5.700+

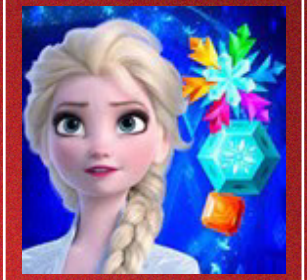
Levels since January 2020



Pet Rescue Saga

660+

Levels since June 2020



Frozen Adventures

255

Levels since March 2019



Merge Gardens

3.550+

Levels since February 2021



Gwen's Getaway

1.500+

Levels since October 2021



Travel Duck

200+

Levels since June 2024

Watch the Showcase Video

CASE STUDY
INSIDE OUT THOUGHT BUBBLES

OUR GAME DESIGN APPROACH ON INSIDE OUT: THOUGHT BUBBLES

Compiling a spreadsheet with an exhaustive list of objectives, mechanics and features allows us to keep good variety in our level design while ensuring that our players don't get bored or frustrated.

Knowing what ingredients we are going to use speeds up the level creation time and ensures our players have diverse levels.

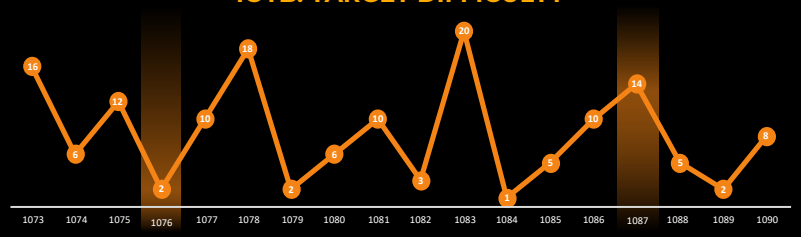
THE PROCESS OF CRAFTNG THE PERFECT CONTENT FOR YOUR USERS

We plan each level batch to have a blend of mountains and valleys in terms of level difficulty. We obtain the actual level difficulty factor by tracking the total number of level started events before a level is passed.

For example, level 1075 in the chart should be designed so it takes the average user 12 attempts to beat.

We then design the actual levels by using the right means of achieving the desired difficulty, pretty much as a DJ tweaks music using a mixer device.

IOTB: TARGET DIFFICULTY



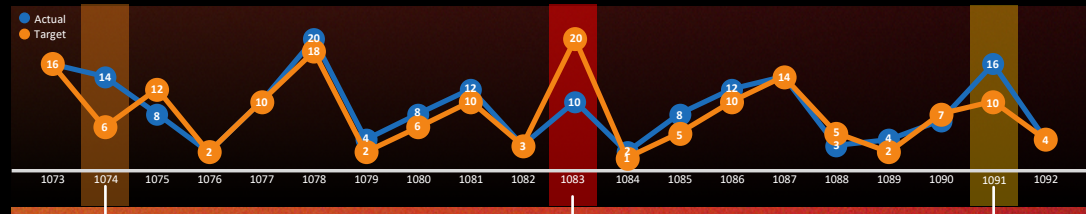
HOW WE PLAN AND TWEAK THE PERFECT CONTENT FOR OUR USERS

After gathering enough data about level difficulty, we compare that data with what our initial target was.

Glaring issues are treated with priority to reduce player churn and ensure that the ARPPU for each level is optimal.



IOTB: ACTUAL VS. TARGET DIFFICULTY



Example 1

Level 1074 should take 6 retries for each success but data shows that the average user has 14 retries.
The Design Team will review the level and make it easier to avoid unnecessary churn.

Example 2

Level 1083 should take 20 retries for each success but data shows that the average user has 10 retries.
ARPPU is below target and the designers need to make the level harder.

Example 3

Level 1091 should take 10 retries for each success but data shows that the average user has 16 retries.
The Product Manager decides that the ratio of churn rate vs. ARPPU is optimal, and no actions should be taken.

PRODUCT DEVELOPMENT MEMBERS

Our AVALON Game Studio integrates core high-level game design pillars on a motivation model we enhance with psychometric techniques, such as factor analysis - a method that identifies how variable game mechanics cluster together in player preferences.



GABRIEL STANCU
HEAD OF STUDIO



FADI ZANBOUAH
LEAD DESIGNER



CRISTIAN POPA
LEAD 2D ARTIST



JOSE PEREZ CABO
SENIOR DESIGNER

PRODUCT DEVELOPMENT MEMBERS

DESIGN GUILD

With a proven track record of over **35000** levels created across multiple projects, our Level Design Teams use Rational Level Design (RLD) to create and balance content based on key factors such as Variety and Difficulty. We are making the most out of RLD by understanding how various elements like the interaction between gameplay mechanics, and careful difficulty management, intertwine to create the desired gameplay experience.



RADU DOROFTEI
HEAD OF CONTENT DEV



GABRIEL MANOLACHE
LEVEL DESIGNER DIRECTOR



IRINA POPA
LEAD DESIGNER

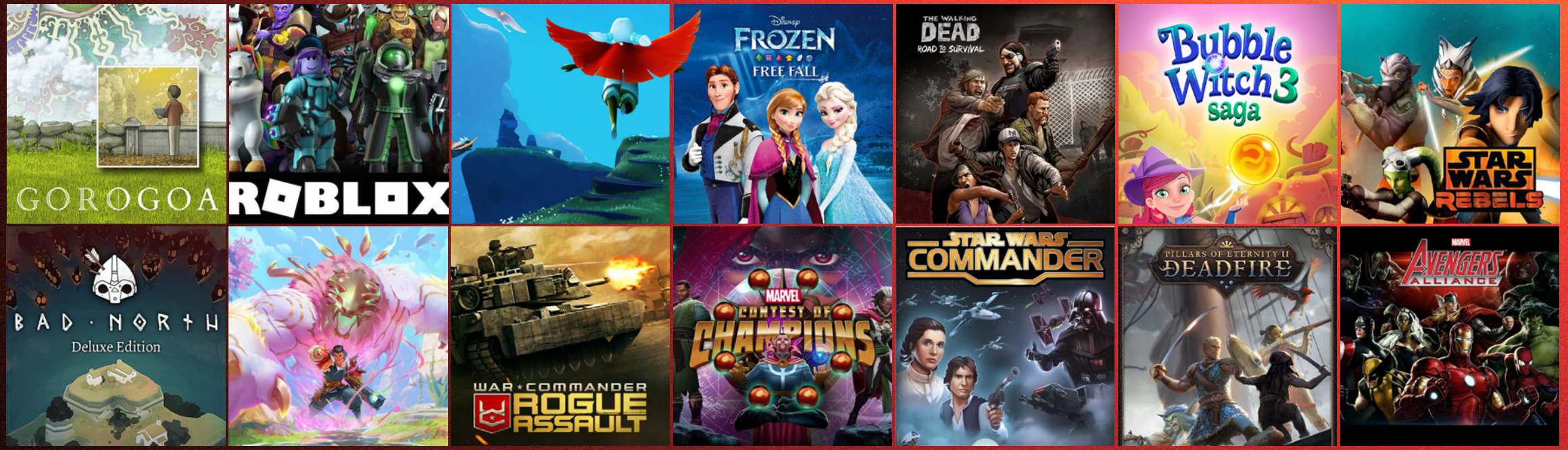


LEONARD HEIM
LEAD DESIGNER



BOGDAN TRAU
LEAD DESIGNER

EXPERIENCE



Please check our full company deck here.

THANK YOU!



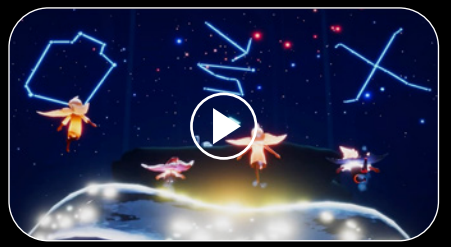
ANDREEA ENACHE
Chief Revenue Officer



IOANA POHONTU
BD Manager

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New biz enquiries: bizdev@amberstudio.com



Experience our latest company reel