



PROFILE

Seasoned Game Designer with strong product & technical background. +8 years experience in the industry.

Effective communicator able to mentor designers and closely collaborate with people, convey ideas, share responsibilities, inspire and heed feedback aimed to enable individuals.

Free-to-play adept with experience in designing, shipping and live-operating multiple free-to-play mobile games in various genres within international teams from 5-25 people.

T-shaped individual with deep knowledge in numerous design fields and a broad-range understanding of game development and business disciplines.

Creative inventor with a desire to combine analytical facts and gut instinct, able to conceptualize and develop ideas into KPI-driven games which are fun and fit for success in the modern (mobile) gaming market.

Tech and product-geek comfortable with various game engines, able to rapidly create proof-of-concept prototypes and game mechanics.

EXPERIENCE

Design Director, TreasureHunt Studios

08/2018 - Present

Lead Designer on **DreamWorks Trolls Pop**, a f2p mobile match-3 game based on **Trolls** by Universal Studios.

- Conceptualized, pitched and developed Trolls Pop from concept to launch. Creative vision keeping.
- Leading and enabling the design team to plan, execute and monitor on all design initiatives.
- Hands-on work & supervision in concepting, prototyping, designing and live-ops of games being developed.
- Managing design resources (people & hiring, processes, hardware, software) for all game projects.
- Communication with the game team to ensure design is delivered in a concise and efficient manner.
- Closely working with NBCUniversal in Los Angeles via regular calls and business trips.

Senior Game Designer, TreasureHunt Studios

11/2017 - 08/2018

Lead Designer on **Pet Paradise** (Casual Match-3) and **Goal!** (Hyper Casual Sports).

- Designed and balanced features & content in accordance to KPI-goals.
- Doubled revenue in Pet Paradise via major economy redesign and timed special offers.

Lead Game Designer, Chimera Entertainment

11/2015 - 11/2017

Lead Designer on **Angry Birds Evolution**, published by Rovio Entertainment.

- Was responsible for system-, feature-, economy-, UX- and level-design from concept to LiveOps.
- Design & LiveOps of multiple f2p features, established the economy & meta in a KPI-driven approach.

Other f2p-mobile projects: **Sacred Legends** (midcore RPG): Economy & content balancing. **Angry Birds Epic** (casual RPG): LiveOps improvements of FTUE and monetization features to ensure KPIs are consistently hit.

Lead Game Designer, flaregames

03/2013 - 11/2015

Lead Designer on **Hero's Haul**, a free-to-play mobile RPG.

- Vision keeping & coordination with the design-team, ensuring consistent feature design and development.
- Documentation of game features, monetization strategy, KPI analysis.

Game Designer, flaregames

03/2012 - 03/2013

Designer on f2p mobile games **Infinite Void** (Core Sci-Fi Strategy) and **Ocean Tower** (Casual Eco-Simulation).

- Designed and balanced features & content in collaboration with the Creative Director.
- Progression and pacing, UI/UX wireframes, focus-testing, game analysis, rapid prototyping and more.

IT specialist in systems integration, SURE data systems

08/2006 - 04/2011

- Planning & execution of customer-oriented IT-concepts, server administration, networks and more.

SKILLS & TOOLS

System Design	Game Pitching	Unity Engine	Photoshop	Looker (Analytics)	JIRA
Feature Design	Presentations	Excel/Google Sheets	UI/UX Wireframing	Swrve	Confluence
Game Balancing	Rapid Prototyping	PlayFab	Proto.io	VCS (Git)	Trello

EDUCATION

Games Academy, Frankfurt a.M., Germany

04/2011 - 03/2012

- Degree in „Game Design“, two semesters. Project Lead for mobile game Call of Carlos (+2m installs).
- Coursework: Game Design, Level design, Digital Art, UI design, Marketing, Project management