



## PROFILE

**Seasoned Game Designer** with strong product & technical background. A decade of 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 expert** with experience in designing, shipping and live-operating multiple free-to-play mobile games with deep monetization in various genres within international teams from 5-35 people.

**T-shaped individual** with deep knowledge in numerous design fields and a broad-range understanding of game development, product 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 gaming market.

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

## EXPERIENCE



### Lead Game Designer & Vision Keeper, Chimera Entertainment

04/2020 - Present

Design Lead on **XCOM Legends** an AAA f2p mobile RPG published by **2K Games**.

From concept to production to launch, I've been leading internal creative initiatives according to vision & product goals. I'm **mentoring a team of 6+ designers** in the creation of hit-driven systems and mechanics, being ultimately accountable for all things design - from meta systems, the economy to the action phase.

My current responsibilities include:

- Execute on the vision & lead internal creative decision making; Create, approve and challenge design concepts and specs; Lead the design and UI/UX team of the project to reach established product goals
- Collaborate with the creative team for approval, delegation and direction on product requirements
- Consult with product and developers iterate on and improve existing features according to business impact
- Work with other leads of the project to triage feature & content, scope vs. quality and budget
- Work closely with the publisher & stakeholders to ensure that the creative direction meets the high product expectations and continually refine the product roadmap to ensure the highest quality and ROI for the title
- Update & mentor the team and company internally via show and tells on the project and genre status



### Design Director, Huuuge Games (formerly TreasureHunt Studios)

08/2018 - 04/2020

TreasureHunt was a gaming startup in the heart of Berlin. As the Design Director I've built the design team from scratch to 5 designers at it's peak, with up to three concurrently running game teams in various phases of development (LiveOps, Production, Prototyping). This included hiring, mentoring and enabling designers and hands-on work; Supervision in prototyping, design, live-care and iteration of all games being developed.

I drove the design processes of game teams and managed people, career paths and resources (hardware, software) for the development of all our game projects. I've worked closely with other Directors to ensure that the design teams have the tools and guidance they need to deliver in a concise and efficient manner.

TreasureHunt as a studio was acquired by Huuuge in early 2020 and the whole team was fully incorporated as a game team into the Huuuge infrastructure - including all existing responsibilities and titles within the team.

My main focus at Huuuge was to launch our flagship AAA mobile f2p game Dreamworks Trolls Pop and helping onboard and transition former and new members to set up the design department for success in LiveOps.



### Lead Game Designer, TreasureHunt Studios

11/2017 - 08/2018

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.
- Lead and enabled the design team to plan, execute on all design initiatives.
- Hands-on work & supervision in conceiving, prototyping, designing and live-ops of games being developed.
- Managing design resources (people & hiring, processes, hardware, software) for all game projects.
- Designed the monetization strategy, economy and gacha system for Trolls in accordance to business targets.
- Worked closely with NBCUniversal and DreamWork in Los Angeles via regular calls and business trips to ensure the game is delivered to the high quality standards expected from an AAA mobile title.



**EXPERIENCE** **Lead Game Designer, TreasureHunt Studios (Continued)** 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 monetization & economy redesign and timed special offers.
- Trained & mentored a fellow designer to set him up for success as the lead designer on the project.
- Helped assemble a game team for the hyper casual project and provide assistance in design & UX/UI efforts

**Lead Game Designer, Chimera Entertainment** 11/2015 - 11/2017

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

- 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.
- Spearheaded and designed monetization features in collaboration with the publisher, setting revenue records.

Contribution to other f2p-mobile projects:

**Sacred Legends** (midcore RPG): Established the virtual economy, content and combat balancing.

**Angry Birds Epic** (casual RPG): LiveOps improvements of the FTUE. Iteration on monetization features to ensure KPIs are consistently hit.



**FLAREGAMES** **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.
- Collaborated with other designers on the second game team to share knowledge and design best-practices
- Rapidly prototyped various systems & mechanics for a mobile strategy game in multiple small teams.

**FLAREGAMES** **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.

**TALKS & WORKSHOPS** **How to Fix Clash Royale: F2P Designers Weigh In, Clubhouse Panel** 02/2021

In an open panel framed around Clash Royale I've discussed f2p paradigms with fellow f2p experts around the industry (from Blizzard, Playtika, Tilting Point, Machinations and others) as well as the history and apparent stagnation of Clash Royale, including ways on how to bring new life to a beloved franchise.

**Guest Lecturer, University of Television and Film in Munich, Germany** 07/2017

Workshop and lecture over several days about Game Design. Gave a broad overview about games, the industry and game design as a discipline for students at the HFF. Provided feedback and guidance, ensuring the students successfully completed their task of pitching a game concept to a potential publisher.

**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