

ANNA LAPINSH

Anna used Apply For Job - it's super effective!

anna.lapinsh@gmail.com | | <http://treslapin.carbonmade.com>

ABOUT



MY SPECIALITIES:

GAME DESIGN | UX/UI DESIGN | 2D ART

In my 7 years of experience in the games industry, I have worked exclusively with startups, tackling a huge variety of tasks. This makes me the perfect T-shaped employee, as I can bring a wide breadth of knowledge to any organisation, while also specialising in key areas.

I am always looking for opportunities to expand my professional portfolio by working on projects with people who are focused and passionate about creating a great gaming experience.

I have dual Finnish (EU) and Russian citizenship, as well as a National Insurance number for the UK.

SKILLS

- **Grand wizard** of Microsoft and Google office suite (spreadsheets give me life)
- Excellent writing and documentation skills
- Familiar with SQL and Google's Visualisation API
- Proficient in Photoshop and Illustrator
- Experience with Unity
- Familiar with HTML and CSS
- Experience with Jira
- Familiar with AfterEffects
- Familiar with Blender and 3D Studio Max

LANGUAGES

- Fluent English
- Fluent Russian
- Intermediate Finnish
- Enough French to read comic books

EXPERIENCE

Senior Game Designer at Full XP

August 2018 – Present

At Full XP, my role extends beyond that of a Senior Game Designer. I am responsible for all aspects of game design, from wireframing UX to creating and balancing monetisation spreadsheets. I also handle production and client communication for our main project.

Key Roles

- Participate in all stages of development - from concept to final product launch
- Design and document all game mechanics
- Design UX solutions, and communicate them effectively with wireframes & storyboards
- Design and balance game monetisation
- Design and document Unity tools for key game features
- Create a timeline and schedule for projects
- Create and up-keep a bridge of communication between teams
- Present designs to coworkers and remotely to clients while communicating design choices

Other responsibilities

- Create workflows and pipelines for our teams
- Create pitch decks for publishers and other potential clients
- Redesign website to more closely resemble our goals and values

Projects

- *Unannounced title*
NDA, casual mobile game
- *Unannounced title*
NDA, casual mobile game

Product Manager at Playmore Games OY

April 2016 – August 2018

At Playmore Games, I was Product Manager on Dized – an app that teaches users to play board games through interactive tutorials, as well as having other board game related digital content and community features.

Working at Playmore Games, I had taken on a wide variety of roles within the company. First and foremost a Product Manager, I had also been responsible for marketing, design, client relations, convention planning, and even a small bit of programming. I was the first employee of Playmore Games, and as our team grew from 4 people to 15 in the span of 2 years, I went from being an active developer, working on every facet of Dized, to becoming a manager of my own team and helping to consult with others.

In August of 2017 we ran a successful Indiegogo campaign and raised over \$150,000 with over 4000 backers, making us the most successful app on the platform. I handled creating the front page, overseeing the launch, and heading marketing for the first week of the campaign. After that, I concentrated on leading the design team in creating marketing material which on the final few days gave us the biggest boost of our 31 day campaign.

Key Roles

- Creating a timeline and schedule for projects
- Managing both in-house and contract teams to ensure a timely and cohesive product
- Creating and up-keeping a bridge of communication between teams
- Leading and mentoring the design team
- UX & UI design in some capacity for each feature of the app
- Designing and documenting key features of the app
- Reading rule books, evaluating games, and preparing quotes for clients
- Designing and creating tutorials (using a combination of tools that include Google Sheets and Unity)
- Designing and creating the rule reference tool

Other responsibilities

- Sourcing voice over talent
- Organising convention presence
- Sourcing and communicating with influencers to create marketing campaigns
- Social media and marketing content strategy and execution
- Creating and posting job ads and interviewing candidates
- Proofreading and copy-editing

Projects

- [Dized](#)
Companion app for board games
- [Dized IndieGoGo Campaign](#)
Marketing & crowdfunding campaign for Dized

Game Designer (contract position) at Blue Duck Education Ltd

April 2015 – July 2015

Key Roles

- Concept UI and character art redesigns for a pre-existing game
- In-house storyboarding for a game pitch
- Design consultancy for a new math game

Projects

- [Jetstream Riders](#)
An educational multiplayer math-based racing game for PC and Android

Founder at Zaubug OY

October 2013 – Present

Key Roles

- Creating concept, character, environment, UI, and any other necessary art assets
- Designing from paper prototypes to finished product
- Managing a team remotely, creating timelines, and mediating problems
- App store preparation of certificates, screenshots, description, promotions, and trailers
- Setting up and maintaining a social media presence
- Creating branding such as stickers, posters, and t shirts

Projects

- [MindFork](#)
Minimalistic arcade rhythm game for iOS
- *Boxlings*
Memory match game with a twist for multiple platforms
- *Goblin*
Lord Pattern match game for multiple platforms
- *MUFO*
Small arcade game for mobile

Game Designer at Hooplo Media

August 2011 – May 2013

Key Roles

- Designing core game mechanics, game loops, quest storylines and maps
- Writing up game design documents clearly and concisely with flow charts and storyboards
- Brand research and integration
- Sourcing sound effects and music

Projects

- [Usain Bolt Athletics](#)
Facebook sports game
- [Cristiano Ronaldo Footy](#)
Facebook midcore football game
- *Unannounced title*
Tie-in mobile mini game for a major fantasy MMORPG IP
- *Unannounced title*
Social collectible card game for a major fantasy war-game IP
- *Unannounced title*
Multiple mini games for a standalone platform

EDUCATION

University of the Arts London: London College of Communication

2009-2012

FdA/BA in Interactive Game Design