

ABOUT ME

My most important trait is that I easily recognize patterns: in behaviour, trends, data, etc. which has been very useful when designing games. What especially fuels me is the excitement of being in an always evolving industry and the challenges that comes with it. I'm usually described as positive, dedicated and well-organized. I like challenges, to learn new things and I'm not afraid to voice my thoughts and ideas..



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EXPERIENCE

GAME/LEVEL DESIGNER

PLAYSTUDIOS | 2024 - CURRENT

- Tetris World Tour

Responsible for content creation, optimizing the KPI:s, the working processes and content such as levels, blockers and game modes. Planned qualitative and quantitative tests and analyzed the results. Mentored designers.

LUAU GAMES | 2022 - 2023

- Rose's Adventure

Responsible for: Onboarding and optimization to the game as a whole and the existing 800 levels. Mentored designers, added a new work-flow, designed new features for both core and Live-Ops..

GG GAMES | 2021 - 2022

- Garden Affairs

Responsible for: Onboarding and optimization to the game as a whole and the existing 1700 levels using experience and KPI:s through rigorous A/B-testing. Mentored designers, added a new work-process, designed new features for both core and Live-Ops..

MAGIC TAVERN | 2019 - 2021

- Matchington Mansion

Responsible for: Onboarding and optimization to the game as a whole and the 1400 levels using experience and KPI:s through rigorous A/B-testing. pitched new features within the game as well as new game ideas.

STRANGE QUEST | MAY - 2018

- Blastlands

Documented ideas and concepts, designed features and enhancements, balanced units, was responsible for the game's introduction, balanced the levelling-up system.

KING | 2013 - 2018

- Candy Crush Soda

- Candy Crush Classic

- Candy Crush Jelly

- Blossom Blast

Created +1000 levels, I invented blockers, game modes and features such as the Conveyor Belt, the Guided Missile mechanic (Fish), Infinite Lives, Puffler and Monkling game modes and the Jelly Cube blocker. I used qualitative data to validate creative decisions, brought game(s) from concept to release, was responsible for the onboarding in Soda, Jelly and Blossom. Invented the work process in which levels are built and validated. Had daily collaboration with Data Analysts analysing KPI:s. Mentored new employees and ensured that my immediate team felt positive and included.

EDUCATION

BACHELOR'S DEGREE

Skövde University | Computer Games Dev

CERTIFICATE

Digital Design and Agile User Experience

COURSES

Stockholm University | 2012 - 2013

Human-Computer Interaction

ActionScript

LANGUAGE SKILLS

Swedish (native)

English