



JOHAN MALMBERG

| Game Designer

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Stockholm, Sweden

ABOUT ME

Game designer and former programmer with almost 3 years of experience working on a content-driven live game.

Communicative and creative problem-solver able to take features from start to finish, ensuring that they serve the games overall aesthetic while being technically feasible and intuitive.

DESIGN FOCUS

Technical Design

UX Design

Gameplay Design

STRENGTHS

Rapid iterator

Problem Solver

Communicative

Adaptive

LANGUAGE

Swedish - Native

English - Fluent

PROFICIENCIES



EXPERIENCE

Technical Designer

Horses | Star Stable Entertainment | 2023-now

- Appointed in august 2023 as the sole game designer on this spinoff-game with 500k+ MAU
- Designing and implementing tools for maintenance
- Revising UX, FTUE, and Game design for retention
- Communicating with executives & stakeholders
- Works closely with a programmer and producer

Technical Designer & Programmer

Wildsong | Star Stable Entertainment | 2021-2023

- Joined feb 2021 before and during soft launch, where it received 4.69 on app store
- Initially a programmer job, doing programming tasks in C# and visual scripting related to gameplay, UX and tools.
- Transitioned 2022 to Technical Design, adding design ownership and cross-disciplinary communication
- Worked closely with game, UX & UI designers and programmers

EDUCATION

Game Design

Futuregames | 2019-2021

- Vocational Education, consistently ranked as a top 10 education by the rookies, emphasizing learning by doing
- Lectures in all design disciplines by industry specialists
- Focused on teamwork, tech, and gameplay design, while learning fundamentals of other design disciplines

Game Development & System Science

Stockholm University | 2016-2019

- Generalist education, focused on Unity, C# and design
- My bachelor thesis discussed Fortnite's Battle pass structure and its engagement design.