









# ANNA BRANDBERG

## CONTACT

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## LANGUAGES







English: Native

Swedish: Native

Portuguese: Fluent

French: Conversational

## SHIPPED TITLES

-  Dune: Awakening  
(PC) Funcom
-  Conan Exiles  
(PC/Console) Funcom
-  Metal: Hellsinger  
(PC/Console) The Outsiders
-  Candy Crush Saga  
(Mobile) King
-  Need For Speed: No Limits  
(Mobile) EA
-  The Sims FreePlay  
(Mobile) EA

## LONG STORY SHORT

Experience designer by trade, empath by nature, and dork by choice.

I'm passionate about inclusive design (ask my teams!) and shaping intuitive interactive experiences that align development goals with user needs. For over a decade I've helped bridge the gap between game developers and their audiences on both AAA titles and indie darlings alike — while also advocating for diversity and accessibility across the industry at conferences worldwide.

## WORK EXPERIENCE

### Lead UX Designer & Design Manager (2022–2025)

*The Outsiders (Funcom) – Stockholm, Sweden*

- ▶ **Design Management (2021–2025):** Line manager for the design team in the Stockholm studio; mentored juniors both locally and internationally across the company. Responsible for the team's career developments, reviews, and UX internship programmes.
- ▶ **Dune Awakening (2024–2025):** Part of a ~15 person team, supporting a 400+ person project. Redesigned first-time user experience and early game systems through improved tutorialisation, wireframes, screen flows, copywriting, and tailoring game-guidance for different player types. Exceeded launch retention targets by over 300%.
- ▶ **Unannounced Project (2023–2024):** Sole UX Designer on a team of 20+, leading foundational UX strategy work including user research, core game loops, annotated wireframes, clickable prototypes, and approved accessibility proposals.
- ▶ **Metal Hellsinger (2022–2023):** Led team's UX for post-launch expansions, including the 'Leviathan' game mode, through wireframes, clickable prototypes, user research and synthesising player feedback to identify pain points and refine the difficulty curve. Also led design for DLC presentation across all gaming platforms, simplifying discovery and information hierarchy for both players and the dev-team.
- ▶ **Conan Exiles (2021):** Sole UX Designer on a team of 20+ people across 4 countries, embedded within the larger Exiles team. Delivered a ground-up user-centered redesign of the Journey Map feature and consolidated game menus, through iterative playtesting, wireframes and annotated flows to improve onboarding, retention and player agency. This resulted in streamlined production processes, overwhelmingly positive player response with increased retention, and smoother usability across platforms.

### Lead UX Designer (2022)

*Star Stable Entertainment – Stockholm, Sweden*

- ▶ Sole UX Designer on a ~10-person team working on Project Curie, collaborating across disciplines to define the project's requirements as well as our users' needs. Responsible for end-to-end UX for 6 months until the project's cancellation.

### Lead UX Designer (Contract) (2021)









*The Outsiders (Funcom) – Stockholm, Sweden*

- ▶ Contracted as sole UX Designer to redesign the onboarding for Metal: Hellsinger in 3 months. Ran playtests, identified pain points, synthesised feedback, improved tutorialisation, redesigned game menus, and coordinated cross-craft implementation pre-launch — contributing to rave reviews and a 98% "Overwhelmingly Positive" Steam rating on release.

CORE SKILLS

- UX Strategy
- Craft Leadership
- Stakeholder Management
- Accessibility
- User Retention
- Onboarding Optimisation
- Wireframing
- Prototyping
- User Research
- A/B Testing
- Design Systems
- Game UX
- Cross-Functional Collaboration

SOFTWARE

-  Adobe Creative Suite
-  Figma
-  Sketch
-  Miro
-  Notion
-  Confluence
-  Microsoft Office
-  Osiris LayoutTool  
(EA proprietary tool)

REFERENCES

Available upon request.

Senior UX Designer → UX Design Lead (UX Manager) (2019–2021)  
*King – Stockholm, Sweden*

- ▶ **Senior UX Designer (2019–2021):** Embedded in a pre-production team of 7 that supported various production teams across Candy Crush Saga (230 people total). Responsible for designing features through research synthesis, user flows, annotated wireframes, clickable prototypes and conducting playtests. This required cross-craft collaboration to ensure player-centered design, and meticulous documentation to maintain UX consistency across a product reaching hundreds of millions of players.
- ▶ **UX Design Lead (UX Manager) (2021):** Promoted to line manager for UX Designers across the Candy Crush Saga team, guiding their growth and career progressions. Interviewed and onboarded new hires, and helped define UX processes and standards across the team.

UI/UX Designer (2014 - 2019)  
*Electronic Arts (EA) Firemonkeys – Melbourne, Australia*

- ▶ Worked on The Sims FreePlay and Need For Speed: No Limits within a 200-person studio delivering globally successful live-service mobile titles. Responsible for translating high-level conceptual requirements into engaging and intuitive solutions for a range of mobile devices. Created wireframes, user flows, interactive prototypes, and polished UI assets integrated directly into the game engine.

EDUCATION

- 2020 Accessible Player Experience (APX) Certification, AbleGamers (Sweden/USA)
- 2017 User Experience Design Certification, General Assembly (Australia/USA)
- 2010 Digital Media; Print Media; Photo Media, Queensland University of Technology (Australia)
- 2008–2011 Design & Visual Communication, Malmö University (Sweden)
- 2005–2006 International Baccalaureate, Waterford Kamhlaba United World College of SA (Eswatini)

KEY ACHIEVEMENTS

- 2023 Keynote speaker at Devcom Developer Conference. (Germany)
- 2023 GDC speaker: ['Occupational Burnout in Games: Causes, Impact, and Solutions'](#). (USA)
  - ▶ 100% speaker approval rating by audience; selected for Top 40 Speakers Deck (of 1,000+).
  - ▶ Talk ranked #1 Advocacy talk at GDC of all time; #6 (of all 200+ sessions) at GDC 2023.
  - ▶ Selected for official Youtube channel; inspired follow-up talks at Devcom '23 and GDC '24.
- 2018 – ☺ Regular speaker at several other conferences worldwide, from Norway to Australia. (Global)
- 2020 Coordinated UXDX Conference for King in Stockholm. (Sweden)
- 2021 Received 'ABK (Activision Blizzard King) Challenger Award' for fostering an inclusive workplace and a supportive team culture. (Sweden)
- 2018–2019 Selected for IGDA's 2-year GDC scholarship programme 'Next Gen Leaders'. (USA)
- 2018 Listed on MCV Pacific's 'Top 50 Women in Games' 2018. (Australia)
- 2018 Held Business in Games: UI/UX Design Masterclass. (Australia)
- 2016 – ☺ Guest lecturer, mentor, and media guest at universities, game development events, podcasts, radio shows, Twitch streams, and various other media outlets worldwide. (Global)

ADDITIONAL EXPERIENCE

- 2018–2021 Ran my own Twitch streaming channel, TheHangryGames. (Australia, Sweden)
- 2017–2019 Co-founder of GeekSkate; a skate collective for female game developers. (Australia)