






Anna Brandberg

UX Designer

CONTACT

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SHIPPED TITLES

 Candy Crush Saga | King
 Need For Speed: No Limits | EA
 The Sims FreePlay | EA

ROLE SPECIFIC SKILLS

- UX Processes
- Wireframing
- Rapid Prototyping
- User Centered Design
- Accessible Design
- Usability Testing
- UI Design
- Asset Integration
- Agile Methodology
- Public Speaking

Long Story Short

I am a skilled and motivated UX Designer that specialises in live service free-to-play games. I have a passion for exploring—and enriching—the ways in which people integrate gaming experiences into their daily lives. After starting my career in board games, I took a leap of faith and moved to Australia where I landed at EA, and an offer from King brought me back to Sweden and into my first Senior role. Working on some of the most famous games franchises in the world has given me exciting opportunities to not only deepen my niched craft knowledge among industry veterans, but also the privilege of getting to grow in leadership roles where I can continue to put my values into practise and empower the people I work with.

I am an active advocate for diversity in the industry, regularly speaking at conferences, schools and universities about UX best practices, intuitive UI design, and how to create inclusive communities.

Work Experience

2019 – Senior UX Designer, King | Stockholm, Sweden

Currently working across a number of different smaller teams on Candy Crush Saga, which consists of a team total of 230 people. My responsibilities include:

- Creating engaging and meaningful user flows, annotated wireframes and interactive prototypes, ensuring that the player's experience is considered at every step of the journey.
- Guiding the direction of features' development, communicating closely across all teams, and maintaining UI/UX documentation, to ensure alignment throughout the development process.
- Collaborating with UX Researchers to identify research questions for playtests, and translating gathered research into feature iterations and improvements together with production teams.
- Providing UX guidance to other disciplines to ensure UX best practises across the game.
- Future-proofing new features and revising existing features to maintain product consistency.
- Revising final builds with teams to ensure that the ideal user experience is properly executed.

2014 – 2019 UI/UX Designer, EA Firemonkeys | Melbourne, Australia

Worked as part of a team creating the highly successful live-service mobile games The Sims FreePlay and Need For Speed: No Limits, within a studio of 200 people. My responsibilities included:

- Translating high-level conceptual requirements into engaging, intuitive and innovative user experiences for a range of mobile devices.
- Creating wireframes, user flows, interactive prototypes, and ensuring alignment across teams.
- Building and integrating responsive UI designs and animations into the game engine.
- Creating high-fidelity UI elements such as icons, widgets and 2D art assets.
- Working with 3D assets and collaborating with 3D animators to produce beautiful and engaging in-game graphics, and collaborating with the UI/UX Lead, engineers, and game designers to develop and implement elegant, user-centered design solutions.

2011 – 2013 Art Director, Wonderful Times Toys & Games AB | Malmö, Sweden



2010 – 2011 Art Director, Fatman Design | Malmö, Sweden

2008 – 2014 Freelance Digital Designer | Malmö, Sweden

SOFT SKILLS

Empathetic	✓
Organised	✓
Communication	✓
Team Player	✓
Problem Solver	✓
Self Awareness	✓
Mentoring	✓

SOFTWARE

Ps	Adobe Photoshop
Ai	Adobe Illustrator
ID	Adobe InDesign
Xd	Adobe XD
	Sketch
	Overflow
LT	Osiris LayoutTool (EA proprietary interface tool)

LANGUAGES

English

Swedish

Portuguese

French

INTERESTS



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	Graphic Design: Design & Visual Communication Malmö University Sweden
2007	Image Making; Layout & Prepress Production Malmö University Sweden
2007	Language Studies: Swedish University of Lund Sweden
2005 – 2006	International Baccalaureate Diploma Waterford Kamhlaba United World College of Southern Africa Swaziland

International Professional Experience



USA | Sweden | Portugal | Swaziland | Mozambique | Australia

Awards & Credits

2020	Selected for Activision Blizzard King's 'Way2Play Heroes' programme 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
2017 –	Featured & interviewed on various media outlets, radio shows and podcasts Global

Industry Events

2020	Coordinated UXDX Conference for King in Stockholm Sweden
2019	Speaker at Meet & Build Games Conference Belgium
2018 – 2019	Three-time speaker at Games Connect Asia Pacific (GCAP) Conference Australia
2018	Speaker at Gnomon Live 2018: CG Futures Australia
2018 –	Hosted and appeared on panels at numerous games conferences Global
2018 – 2019	Mentor at a number of Game Jams Australia
2018	Held the Business in Games: UI/UX Design Masterclass Australia
2016 – 2019	Represented EA yearly at Melbourne International Games Week Australia
2016 –	Regular speaker at various universities, schools and major educational events Global

Additional Experience

2018 –	Run my own Twitch streaming channel, TheHangryGames Sweden
2017 –	Co-founder of GeekSkate; a skate collective for female game developers Australia
2016	Workplace Safety & Emergency Training; First Aid & CPR Training for EA Australia
2010	Co-founder of "K3 Works", a yearly event at Malmö University that connected students from the School of Arts & Communication with local companies for work Sweden

References

Abigail Rindo | Lead Narr. Designer | King
Clare Spoelstra | UX Director | Rovio

Daniel Jones | Dev. Director | EA
Sophie Rossetti | Sr. Producer | Wooga

Contact details happily provided upon request.