ISABELLA HERMAN

Senior/Lead Game Designer | Game Producer

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PROFILE

I am a seasoned game designer with 6 years of experience, committed to self-improvement and skilled at making things happen. I'm a creative individual with a strong skill set for designing games and leading design teams.

I excel at creating efficient and high-fidelity prototypes, crucial for validating ideas and ensuring cost-effective development. My experience covers pitching innovative concepts, crafting intuitive UX designs, conducting thorough user research, developing game systems, and managing in-game content. I'm also experienced in agile methodologies and have successfully led design teams.

I am particularly interested in working with companies that develop science-driven games, especially in the educational and health sectors, having specialized in this area, bringing over four years of expertise to the table and three shipped games.

WORK EXPERIENCE

LEAD GAME DESIGNER - MINDFORCE GAME LAB

Mindforce Game Lab
Jan 2023 - Present

I'm leading the game vision and design for the first-ever game that supports medication adherence for depressed users. My responsibilities cover the full spectrum of game design, including rapid prototyping of innovative concepts, utilizing analytics to refine gameplay, and designing engaging in-game content.

LEAD GAME DESIGNER - MAGE STUDIO

Game Producer
Jan 2022 - Jun 2024

Lead Game Designer
Jan 2022 - Jun 2024

As the Design Lead and Producer, I played a pivotal role in shaping the creative vision and execution of our gaming projects. My responsibilities covered two critical domains: game design, where I led the development of game concepts, and production management, coordinating the team and ensuring on-time and on-budget delivery.

GAME DESIGNER - POCKET PIÑATA

Game Designer
Apr 2022 - Dec 2022

Worked primarily on the pre-production stage for web3 games, designing comprehensive design systems, and enhancing user experience (UX). Additionally, I contributed to the development of a mobile Match3 multiplayer game, focusing on game design and creating analytics metrics to validate gameplay elements such as combo effectiveness and player engagement.

GAME DEVELOPER - NEXT OS

Unity Developer
May 2021 - Dec 2021

Implemented user interfaces for a multiplayer game and robotic applications in Unity, following an MVC framework, and made it responsive for different devices. Worked alongside senior programmers to develop and integrate components, adhering to best programming practices and principles.

GAME DESIGNER - MUSHROOM ARTS

Game Designer
Sep 2019 - Fev 2021

Mushroom Arts was a creative studio for games focused on visuals and experience. I worked on multiple projects at that time, starring Dungeon Crowley and the multiplayer educational platform **Sensorama Play**, sold in 2024 for 1mi USD.

OTHERS

App Deployment Intern

Mar 2018 - Jul 2019

Web Design Intern

Mar 2017 - Dec 2017

SELECTED GAMES

FIG: PLAYTIENT JOURNEY – MINDFORCE GAME LAB

PLATFORM
Mobile

Hats:
UI/UX, System Design, Analytics, Game Content

Fig is a game designed to help users diagnosed with depression stick to their medication schedules, where I am playing multiple hats: designing user-friendly interfaces, quickly creating prototypes to test new ideas, managing in-game content, and analyzing game data to make improvements.

GOTA BUDDIES: NUMBERS – CONTA GOTA

PLATFORM
Mobile

Hats:
Team management, UI/UX, System Design

Buddies: Numbers is an open-ended and creative play game designed to explore children's extrinsic motivation and introducing them to math. I led the design of this game, and together with 2 other game designers, we crafted a unique combination of interactive elements with educational content.

EDUPLAY – EPITCHYA

PLATFORM
Mobile

Hats:
Team management, UI/UX, System Design

EduPlay is an educational platform featuring 125 minigames based on school subjects, developed in collaboration with pedagogues. A major challenge in leading this project was designing a modular progression system that adapts to a child's knowledge and aligns with Brazilian education standards (MEC).

SENSORAMA PLAY – SENSORAMA

PLATFORM
Mobile

Hats:
UI/UX, Level Design

Educational gaming platform designed especially for children in grades 1 to 5 of elementary school. I focused on designing the multiplayer concept and its core features as well as its core minigames. Two years later, I had the chance to contribute again but this time as a Unity developer, enhancing the game's production and functionality.

SPACE MAVERICKS – FIRE GECKO

PLATFORM
Mobile

Hats:
Unity Interface Dev.

Space mavericks is a multiplayer artillery action game that recreates the classic artillery style of aiming and shooting by adjusting the angle and power.

DUNGEON CROWLEY – ANIMUS STUDIO

PLATFORM
Steam (PC)

Hats:
UI/UX, Narrative Design

Dungeon Crowley mixes RPG and FPS elements while offering a full and fluid multiplayer campaign where players must cooperate through dungeon procedures.

Access my full list of projects, including personal ones at www.isabellaherman.com

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EDUCATION

Game Software Development
Graduation – Universidade Positivo

LANGUAGES

Native Portuguese
Fluent English