

# Petriks Sandberg Senior Game Designer

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🔗 Portfolio



## Profile

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During my 12 year career of making games I've mainly focused on design, but I always try to tackle it with a product mindset. I have designed and led many features that have generated tens of millions of revenue by today. These days I like to validate and iterate on my designs by turning them first quickly with AI into playable form that can be properly tested before committing into production. I highly enjoy trying out new things, and through that, fast iteration loops.

## Skills

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Systems Design | UX Design | Economy Design | Monetisation | Agentic AI Coding Tools |

Art Production with AI | C# | Unity | Product Management | Production Management

## Professional Experience

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08/2025 – 12/2025      **Senior Game Designer**

*Two Desperados* ↗

In an extremely small and agile team (me, a programmer, and two part time artists) we managed to build a highly polished game for early validation in just two months from scratch. Gameplay video behind this link ↗.

08/2022 – 07/2025      **Game Designer**

*Metacore* ↗

During my time at Metacore, I spent two years working on Merge Mansion and one year developing new games. I was the lead designer for four new event types for Merge Mansion. In total these events have generated tens of millions in revenue over their lifetime. I also created a merge item AI generation model that cut the costs and time of our new games development by a huge amount.

04/2021 – 08/2022      **Senior Game Designer -> Product Owner**

*Seriously Digital Entertainment* ↗

Worked on Best Fiends (100M+ lifetime downloads) on a competitive tournament feature, season pass feature and on a mini-game. After a while my title was promoted to Product Owner since I was doing so much more than just game design on the project.

05/2018 – 04/2021      **Team Lead & Lead Game Designer**

*KuuHubb* ↗

I built and led a team of 10+ people, we developed and released a "Match 3 meets Interactive Stories" game. Game link ↗.

01/2016 – 05/2018      **Game Designer**

*Koukoi Games*

I led the design of 20th Century Fox IP collaboration project on an animated film called Ferdinand, we developed an "Idle Incremental Match 3" game, link here ↗.

05/2014 – 12/2015

**Solo dev -> Team Lead -> Founder**

*Sandy Entertainment*

I started my career by building a pogo stick platformer game demo on my own, trailer here [↗](#). I then got a team of 8 students to help me build the full game, but we failed at releasing the game ever.

## Awards

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2025

**Best Minigame: Merge Mansion – Secret Supply ↗**

*Liftoff - 2025 Mobile AppDev Awards - Casual Category Winner*