

# Anna Lapinsh

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## About

I have been employed as a designer at Hooplo Media since August 2011, running this work parallel with my degree up until its completion in June 2012. I am aiming to extend my professional portfolio into the art and conceptual fields within the games industry.

## Experience

August 2011 – Present: **Game Designer at Hooplo Media**

**Role:** Game concept design, evaluation and balancing.

Researching, creating and pitching new ideas, as well as expanding and redesigning existing games.

As lead designer, I was head of a division of programmers and artists from beginning of game concept until prototype production.

### Published Games:

- *Usain Bolt Athletics* (<http://www.facebook.com/UsainBoltAthletics>)
- *Cristiano Ronaldo Footy* (<http://www.facebook.com/footygame>)

### Unpublished Games:

- Worked extensively on a social collectible card game for a major fantasy war-game IP, from concept to creation.
- Worked extensively on a tie-in social game for a major fantasy RPG IP.
- Worked on multiple mini games for a standalone platform, from concept to creation.
- Lead designer on a tie-in mobile mini game for a major fantasy MMORPG IP.

## Skills

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| <ul style="list-style-type: none"><li>• Game concept design</li><li>• Game architecture design</li><li>• Strong concept and pitch presentation</li><li>• Paper prototyping and storyboarding</li><li>• Strong concept art design</li><li>• Game systems, mechanics and UI</li><li>• Game tuning and balancing</li><li>• Level and map design</li><li>• Story and narrative design</li></ul> | <ul style="list-style-type: none"><li>• Excellent documentation</li><li>• Excellent research and evaluation</li><li>• Strong written and verbal communication</li><li>• Familiar with various monetisation strategies</li><li>• Experience with social games</li><li>• Experience with mobile games</li><li>• Fluent English and Russian language skills</li><li>• Basic Finnish and French language skills</li></ul> |
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## Tools

- Proficient in Photoshop & Illustrator
- Proficient in 3DS Max
- Proficient in Microsoft Office (Word, PowerPoint, Excel, etc.)
- Moderate programming skills in Flash (AS2), C# (XNA), Unity (JavaScript)
- ASET Degree in Web Design (HTML & CSS)

## Education

2009 - 2012: **London College of Communication**  
**FdA/BA in Interactive Games Design**

2005 - 2009: **Kulosaaren Yhteiskoulu (Kulosaari Secondary School)**  
A-level English Language & Literature, Art & Design, Psychology, Geography