

Gabriele Serpella - Game Designer

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Milan, MI (Relocation OK)

[LinkedIn Profile](#)

[Portfolio](#)

Summary

- **3+ years** in game development with a game published on **Steam** with over **110K downloads** with **mostly positive reviews**
- Gained different skills through work experience, such as: **QA testing, 2D animation & illustration, UI, particles VFX and Level Design**
- Led a team of **10 people** of different department (art, sound, programming and animation) to enhanced players experience
- Focused on **System, Gameplay and UI design**

Skills

- Skills --** Gameplay Design, System Design, QA testing, Game loop, 2D illustration & animation, UI/UX, 3C Design, Level Design
- Software --** Unreal Engine 5, Unity, Jira, Niagara, Photoshop, After Effects, Figma, HacknPlan, GitHub, Fork
- Soft Skills --** Cross-team collaboration, Iterative prototyping and testing, Quick Adaptability, Ability to work in a team, Problem Solving
- Methodologies --** Agile

Published Project

- Game Designer & QA tester - Sleeping Giant**
STEAMRUSH - Action Bossrush

Milan, MI/remote
July 2022 -- Feb 2024
- Published on **Steam** with over **110K downloads** with **mostly positive reviews**
 - Featured as **IGDA's Game of the Month** (May 2024).
 - Designed a **third person combat system** based on "Temperature" core mechanic
 - Designed and implemented **particles VFX** with the **Niagara tool** improving the visual feedback of the player
 - Conducted **daily testing** to avoid bugs while improving the player experience

Professional Experiences

- Game Designer & UI/UX Designer - Merkur Group**

Cinisello Balsamo, MI/on site
July 2024 -- Present
- Designed **slot machines design and game reward systems** to better engage players
 - Curate the symbols of the games "El Torero Raging Bull", "Gem Fall" and "Lucky Pharaoh Wild"
 - Redesign the visual appearing and rewards system of "Centurio" and "Amazonia"
 - Created **visual assets, animations, and high-resolution graphics** for physical and digital platforms.

Mid Game Designer - Stealth Company

Uproot Humanity - Action Rampage

Milan, MI/remote
Apr 2024 -- Sep 2025

- **Led a team of 10 people** of different department (art, sound, programming) to enhanced players experience and ship new features
- Designed **3C, character movement and combos** improving the perceived quality of the game
- Conducted **daily testing and tuning** to improve the gaming experience

Interaction Designer Intern - Technogym

Cesena, FC/on site
Sep 2023 -- May 2024

- Conducted **UX research** to improve the community and their engagement
- Designed **UI concepts** to improve user interaction and engagement
- Apply **Gamification features** to their fitness courses and app, increasing total engagement
- Worked on specific **app content for the Paris 2024 Olympics** to entertain and inform people about Technogym world
- **Daily testing** of machinery to discover digital format bugs and ensure high quality
- **Pitched digital solutions** to the R&D Lab team

Game Designer - Digitaly Arts

Moonplague - Horror Story Driven

Milan, MI/remote
Dec 2022 -- May 2024

- Redesigned **core systems and added new mechanics** to enhance gameplay
- **Cross-team collaboration (art, sound, programming and animation)** to enhance gameplay feeling
- Designed and curated the **enemy design** implementation to maintain the correct design view of the game
- Selected for **“Cinecittà” Acceleration Program**

Languages

Italian -- Native

English -- Working proficiency (B1)

Education

Italian Videogame Academy -- Game Design Degree

Milan, MI
2020 - 2023

IULM University -- Public Relations and Corporate Communication

Milan, MI
2016 - 2019