

# Gabriele Serpella - Game Designer

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## Summary

I am a eclectic Game Designer with **3+ years of experience** in system, core gameplay and UI/UX design.

Thanks to my experiences and hard work, I covered **all stages** from concept to implementation, focusing on the data and player type, balance tuning, and feature ownership across production stages.

I have also proven track record in **leading and mentoring** multidisciplinary teams of 10+ members to deliver high-quality player experiences.

I successfully **published a title on Steam** with 110k+ downloads and I am working on other two projects.

## Skills

- Skills --** Gameplay & Combat Design, 3C Design, Gameplay Loop, Level Design, Balancing, QA testing, UI/UX, 2D animation, VFX
- Software --** Unreal Engine 5, Unity, GitHub, Fork, Jira, HacknPlan, Trello, After Effects, Photoshop, Figma, Niagara
- Soft Skills --** Cross-functional collaboration, Iterative design & prototyping, Leadership, Ability to work in a team, Problem Solving
- Work Methodologies --** Agile, Scrum

## Professional Experiences

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

**Full-time**

Cinisello Balsamo, MI/on site

July 2024 -- Present

  - Creation of GDD with **player progression, game balance, UI flows, symbol behavior and their rewards**
  - Curate the **symbols** and **rewards** of the game “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**

**Freelance / Uproot Humanity - Action Rampage**

Milan, MI/remote

Apr 2024 -- Present

  - **Orchestrated a cross-functional team of 10** (art, audio, programming) to implement new gameplay features and optimize the overall player experience
  - **Managed the full design lifecycle**, from initial paper sketches and block-mesh to final implementation in Unreal Engine or Unity.
  - **Refined 3C systems character movement and combat combos**, significantly elevating the game’s tactile feedback and perceived quality
  - Designed all **gameplay loop** in the game
  - Created **daily and regression test cases** to improve the gaming experience

Interaction Designer Intern - Technogym  
Full-time

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
- **Integrated Gamification features** into fitness courses, measurably increasing user retention and engagement
- **Developed exclusive digital content** for the **Paris 2024 Olympics**, enhancing the brand's global digital presence bto entertain and inform people about Technogym world
- **Executed test plans and test cases** of fitness machinery to ensure a bug-free digital experience

Game Designer - Digitaly Arts

Freelance / Moonplague - Horror Story Driven

Milan, MI/remote  
Dec 2022 -- May 2024

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

Published Project

Game Designer & QA Tester - Sleeping Giant

Freelance / STEAMRUSH - Action Bossrush (PC)

Milan, MI/remote  
July 2022 -- Feb 2024

- Published on **Steam**
- Over **110K downloads**
- Featured as **IGDA’s Italian Game of the Month** (May 2024).
- **Architected a third-person combat system** based on “Temperature” core mechanic
- **Designed core loop**, positive and negative
- Developing **test and regression test cases**

Languages

Italian -- Native  
English -- Working proficiency

Education

Italian Videogame Academy -- Game Design Degree	Milan, MI 2020 - 2023
IULM University -- Public Relations and Corporate Communication	Milan, MI 2016 - 2019