Gabriele Serpella - Game Designer & QA Tester

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Summary

- **2+ 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: **2D animation & illustration, QA testing, 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 **Systems and Action Gameplay**

Published Project

Game Designer - Sleeping Giant

Milan, MI/remote
July 2022 -- Feb 2024

STEAMRUSH - Action Bossrush

Team Sleeping Giant is an Indie start-up founded with the idea of creating videogame.
Team of 6 people, each with a different role and department

- 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

Junior Game Designer - Merkur Group

Cinisello Balsamo, MI/on site
July 2024 -- Present

Merkur Group is an active gaming and entertainment company with 15.000+ employees worldwide, a turnover of more than EUR 3.9 bilion and 200.000+ active gaming machines worldwide.

- Designed **slot machine concepts and game reward systems** to better engage players.
- Created **visual assets, animations, and high-resolution graphics** for physical and digital platforms.
- Ensured smooth **cross-platform integration of assets** (mobile, casino, arcade)

Game Designer - Mycotox

Milan, MI/remote
Apr 2024 -- Present

Unannounced project

Mycotox is an Indie start-up founded with the idea of creating videogame.
Team of 45+ people, each with a different role and department. Selected for "Bologna Game Farm" Acceleration Program.

- **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

Technogym is an active Fitness company with 2.400+ employees worldwide, a turnover of more than EUR 710 milion with over 130 registered patents and a R&D deparment with 150+ engineers and researchers.

- 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**

Digitaly Arts is an Indie start-up founded with the idea of creating narrative videogames.

Team of 10 people, each with a different role and department

- 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 profiency (B1)

Skills

Skills -- Gameplay Design, System Design, QA testing, Game loop, 2D illustration & animation, UI/UX, 3C Design, Level Design

Software -- Unreal Engine 5, Unity, Niagara, Photoshop, After Effects, Figma, HacknPlan

Soft Skills -- Cross-team collaboration, Iterative prototyping and testing, Adaptability, Ability to work in a team, Problem Solving

Education

Italian Videogame Academy -- Game Design Graduation

Milan, MI
2020 - 2023

IULM University -- Public Relations and Corporate Communication

Milan, MI
2016 - 2019