GABRIELE SERPELLA

GAME DESIGNER

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ABOUT ME

Game Designer with 2+ years of experience in owning creating **complex systems, rewards and gameplay features.**

Experienced in owning gameplay features **from concept to final implementation, focusing on gameplay, rewards and player progression.**
I have also proven track record in collaborated with **multidisciplinary teams of 10+ members** to deliver high-quality player experiences.

I successfully published a title on Steam with 110k+ downloads and two other slot games.

SKILLS

- **Skills:** Gameplay Design, Rewards System, 3C Design, Player Progression, Balancing, UI/UX
- **Software:** Unreal Engine 5, Jira, Github, Goolge Suite, Microsoft office, Figma, Photoshop
- **Soft Skills:** Cross department collaboration, Adaptability, Teamwork, Problem Solving, Autonomy, Agile methodologies, Iterative design

PROFESSIONAL EXPERIENCES

Game Designer | Merkur Group | *July 2024 – Present* *Cinisello Balsamo, MI/on site*

Lucky Pharaoh Wild, El Torero, Centurio II, Amazonia (Casinos, PIXI, Mobile)

- Creation of GDDs focusing on **player retention & progression, UI flows and reward mechanics**.
- Designed **system rewards and progression loops** for two different digital games
- Curated the UI/UX development of games with the creation of **visual assets, 2D animations and user interfaces** for both digital and mobile platforms.

Game Designer | Sunday Pals | May *2025 – Present* *Milan, MI/remote*

Legacy of the Lotus (PC)

- Maintained the **game's overall design vision**
- Creation of GDDs focusing on **mechanics, core loops & progression**.
- Creation of the **core mechanic**: the Color Wheel and its interactions, from concept to the implementation
- Creation of **blockouts of 10 different levels**
- Curated the **UI/UX development** of game with the creation of **2D visual assets and animations**

Game Designer | Stealth Company | *April 2024 – March 2026* *Milan, MI/remote*

- Managed the **full combat design lifecycle of 3C**, from initial ideas and gym to final implementation in Unity
- Owned **gameplay content, rewards and destruction system**
- **Collaborated accross departments (art, sound, programming and animation)** to refine gameplay feel
- Designed core gameplay mechanics and systems with a strong focus on **player psychology and motivation**

Interaction Designer Intern | Technogym | *September 2023 – March 2024* *Cesena, FC/on site*

- Integrated **Gamification features** into fitness courses, increasing user retention and engagement
- Conducted **UI/UX** research to improve the **D1-D30** engagement and community
- Designed **wireframes, UI concepts and interaction flows** for digital fitness products.
- Developed **exclusive digital gamification content** for the Paris 2024 Olympics

Game Designer & QA Tester | Digitaly Arts | Dec *2022 – May 2024* *Milan, MI/remote*

Moonplague (PC)

- Redesigned **core systems and added new mechanics** to enhance combat and 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
- Project selected for **"Cinecittà" Acceleration Program**

Game Designer & QA Tester | Sleeping Giant | *July 2022 – February 2024* *Milan, MI/remote*

Steamrush (Steam)

- Owned the **design, 3C and a** third person **combat system**
- **Designed all three bosses** with **combat phases**, behaviours and animations
- Designed **balanced positive and negative feedback loops** to manage game difficulty and pacing
- Featured as **IGDA's Italian Game of the Month** (May 2024).

LANGUAGES

English - **Working profiency**

Italian - **Native**

EDUCATION

QA testing Degree (2026 - 2026)
Digital Bros Academy

Game Design Degree (2020 - 2023)
Italian Videogame Academy