

VIKTOR UPPMAN

PROFILE

Senior Game Designer and Game Lead with experience across mobile and Roblox game environments. I specialise in systems, engagement and monetisation-driven design for casual audiences.

SKILLS

Gameplay Design	Experienced
Level Design	Experienced
Encounter Design	Experienced
Economy Design	Experienced
Progression Design	Experienced

Unity	Expert
Unreal Engine 5	Beginner
C#	Intermediate
Python	Intermediate
Roblox Studio	Expert

Swedish	Native Speaker
English	Fluent
Spanish	Basics

CONTACT

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WORK EXPERIENCE

Game Lead

02.2022 – Now | Many Projects, The Gang Sweden

- Progressed through multiple roles, starting as Generalist Game Designer, before moving onto Game Design Manager, Creative Lead and now Game Lead
- Maintain and execute vision on projects
- Work with clients to identify and act on KPI targets
- Lead design of new systems, meta, and content features
- Create live-ops plans for active projects
- Analyse market trends and adapt mechanics accordingly

Junior Game Designer

02.2019 – 05.2020 | Angry Birds 2, Rovio Entertainment

- Designed levels, gameplay, and monetisation systems for the project
- Contributed to managing the game's live-ops structure, including events and monetisation plans, as well as collaborating with product and analytics teams to support KPI targets
- Implemented and configured A/B tests, in collaboration with product and analytics teams
- Worked cross-functionally with design, product and engineering to deliver content with short delivery times.

05.2020 – 10.2021 | Unannounced Projects, Rovio Entertainment

- Designed core systems for several unannounced casual mobile projects
- Helped greenlight a major project for the studio
- Took charge of an initiative to create a standardised framework for social features across many casual mobile games
- Contributed to a rapid prototyping environment, creating and testing new casual game concepts
- Identified project risks early and proposed scalable solutions
- Collaborated closely with design, product and engineering teams

EDUCATION

Advanced Higher Vocational Degree in Game Design

08.2017 – 05.2019 | PlaygroundSquad

2-year program in Game Design, and other aspects of game development.

OTHER GAME PROJECTS

Station 5

9 Week Project | PlaygroundSquad

Atmospheric horror game, where I acted as lead designer and project manager.