

ÅSA ROOS

Game/ UX Designer and Producer

LinkedIn: se.linkedin.com/in/asaroos

Email: asa.roos@gmail.com

Twitter: [@devilkitten](https://twitter.com/devilkitten)

PHONE: +46736416430

EDUCATION

- 1995 - 2001 + **Masters of Fine Arts**
[Faculty of Engineering, Lund University](#)
Completed courses:
Material and Construction, Form - theory and history
Graphical Design, Color and Form, Drawing Technique,
Design - Practical application, Product and Society,
Acoustics, Design Management, Theoretically applied design,
Internship (Ericsson Mobile Communications)
Master's Thesis (Picofun AB)

ABOUT ME

Name: Åsa Roos
DOB: 28/8/73
Nationality: Swedish
Location: Aprikosgatan 1E, 1 tr
16560 Hässelby
Sweden
Exprience : 15 Years

WORK EXPRIENCE

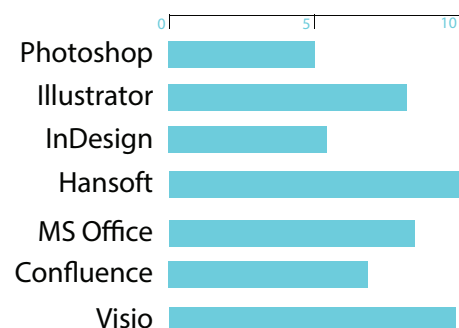
- 2012 - Present + **AVALANCHE STUDIOS**
[Senior UX Designer](#)
Mad Max. Menu and game navigation, flowcharts, usability and play testing, balancing and localization (including certification and legal)
- 2010 - 2012 + **AVALANCHE STUDIOS**
[Producer](#)
Mad Max. Short and long term planning, processes and tools. Agile project management with a focus on SCRUM adapted to the project needs.
- 2008 - 2010 + **MOVINTO FUN AB**
[Senior Game Designer](#)
Oriboo. Game design, ux design, graphic artist, level design, game writer, iPhone and web application design as well as production.
- 2007 - 2008 + **AVALANCHE STUDIOS**
[Game Designer](#)
Wizards. Game design and army design. Just Cause 2. World design and SCRUM master for the world team.
- 2006 - 2007 + **TERRAPLAY AB**
[Content Manager and User Interaction Designer](#)
Content management and user interface desginer for service providers, publishers and developers using the Terraplay platform.
- 2004 - 2006 + **SULAKE**
[Senior Game Designer](#)
Habbo Islands. Creative lead, game designer, level designer, ux designer and game writer, including usability testing and analysis.

IN A NUTSHELL

“ I'm an experienced game developer with a background in industrial design and a wide set of skills.

I'm interested in ideas that expand my knowledge and skill set, among others production, UX design, game design and storytelling.

TOOLS



REFERENCE

Avialable on request

ÅSA ROOS

Game/ UX Designer and Producer

LinkedIn: se.linkedin.com/in/asaroos

Email: asa.roos@gmail.com

Twitter: [@devilkitten](https://twitter.com/devilkitten)

PHONE: +46736416430

WORK EXPERIENCE

2002 - 2004 + UDS

Level Designer

The Kore Gang. Level design and scripting. Also responsible for the server structure, since we had no source control software.

2001 - 2002 + PICOFUN AB

Game Designer

Multiple WAP, GPRS and SMS based games, among others Murder Mysteries, Cute 'n' Clever, On the Green, Regents of Ismay etc. Game design, concept design, user interface design and game writing. Also production on a small scale.

OTHER INTERESTS



When not making games at work, I make games at home. I'm an avid table-top role-player and I have designed and contributed to several Swedish role-playing games, such as Nyckelringsrollspelet (the key chain rpg, predictably it fits on a key chain), Mutant År Noll, Western and the gaming magazine Fenix.

I'm also passionate about diversity and gender equality in games, and I have a blog where I write extensively on these topics (<http://discordia.se>).

Apart from that I often lecture about game design and I've helped as an adviser at Futuregames Academy in Stockholm. I'm also frequently speaking at game conferences, talking about game design or gender equality and diversity in games.