VENICE HARTWELL

GAME DESIGNER

CONTACT

📞 **+34 697 738 201**
   +1 310 749 1470

✉️ HartwellVenice@gmail.com

📍 Barcelona, Spain (**Remote)**

🌐 VeniceHartwell.com

EDUCATION

2022 - 2023
IRONHACK BOOTCAMP
- Data Science + Analytics
- Top Ranked bootcamp 2022

2015 - 2019
SEATTLE UNIVERSITY
- Bachelor of Business Management & Marketing
- 1 Year Computer Science

SKILLS (DESIGN)

- Team & Project Management
- Design Documentation
- Figma Wireframing
- Programming (Intermediate)
- Unity Game Engine
- Data Analysis
- Growth Marketing

LANGUAGES

- **English (Fluent)**
- **Spanish (Intermediate)**
- Html (Fluent)
- Javascript (Intermediate)
- Python (Advanced)

PROFILE

5+ years in Game Design with a Marketing Background. **Applying to long-term** opportunities in the industry following a high-growth career with mobile games unicorn Scopely, an indie game incubator, a sold casual games company, and various web3 projects. UX designer of worlds, systems, monetization, UX, engagement and retention mechanics, and FTUE (onboardings).
I back up all my creativity with data to deliver high engagement and ROI.

WORK EXPERIENCE

LEAD GAME DESIGNER + PM   09 2023 — PRESENT
Mazuri GameFi

- Developed and managed **production roadmaps** and strategies aligned with the company's goals and objectives.
- **Wrote design documents** for new features to disrupt the competitive web3 landscape through innovative mechanics.
- Documented a comprehensive **onboarding user experience** with **user analytics data** points to measure feature success.

LEAD GAME DESIGNER   09 2023 — 01 2024
Punk City 2094

- **Crafted a game design document** and **economic model** to determine our next features to develop based on potential ROI.
- Performed data analysis to **balance gameplay** and develop 6 monthly loot boxes & mechanics, raising sales & engagement.
- **Storyboarded** a new **onboarding** through **Figma UX mockups**, raising Conversion Rate (CVR).

GAME DESIGNER + PM   03 2024 — PRESENT
D&D Adventure Book (Crowdfunded)

- **Designed and wrote** a 30-page (4h) TTRPG adventure, filled with fights, puzzles, traps, and dialogues to pace the story well and actively engage players at every moment.
- **Playtested** with varying demographics to collect feedback on pacing, engagement, difficulty, and more.
- **Documented** time and effort for development tasks to reduce future project timelines and budgets.

MARKETING ANALYST   12 2022 — 09 2023

Lexidy Law Boutique

- Generated lead-qualification reports using regression models and **machine learning** for **40% increased conversion rate.**
- Built **automated API** integrations in Zapier with ChatGPT Prompt Engineering, **freeing 15 hrs/week for the sales team.**
- Documented a comprehensive **onboarding user experience** with **user analytics data** points to measure feature success.

DATA ANALYTICS TEACHER   09 2022 — 12 2022

Ironhack

- **Developed automation tools** to query for select data and aggregated it in automatically filtered databases.
- Used **machine learning** and **statistical analysis** to create regression models and predict trends in data.
- Taught Python, SQL, MongoDB, Tableau, machine learning, data visualization, statistical analysis, and more to 22 students.

GROWTH MARKETER   03 2022 — 03 2024

Freelance

- Used **Google Analytics** and **A/B testing** to establish **SEO** strategy and improve website flow, **improving web traffic 3x.**
- Generated social media content calendar, and community management, building +2k organic audience in 3 months.
- Managed dropshipping **TikTok** and **Google Ad campaigns,** improving customer average to **15% ROI.**

PROGRAM MANAGER   02 2021 — 03 2022

GameBCN

- Generated partner growth **Excel database,** resulting in **quicker deals** and **increased annual budget.**
- Created roadmaps and workflow pipelines to improve time management, freeing time to launch **2 new publisher events.**
- Trained studios in Agile production and how to pitch for publisher agreement (**60% deal rate**).

PRODUCTION ASSISTANT (INTERNSHIP)   07 2018 — 09 2018

Scopely Games

- **Generated visual, statistical reports** and competitive analysis from open-source data to aid production team.
- **Co-managed production team** of 6 programmers and artists via daily standups, 1:1s, and JIRA tasks using Agile principles.
- Coordinated task prioritization with lead producer and team at daily scrum meetings.

SKILLS (DATA)

- Quality Assurance Testing
- Excel
- Data Visualization
- Statistical Analysis
- Economic Modeling
- SQL & MongoDB
- Natural Language Processing
- Machine Learning & LLMs
- Prompt Engineering
- Tableau & Power BI

PROJECT MANAGER   10 2017 — 07 2018
BirdRun Media

- Managed paid marketing campaigns across Facebook and Instagram using **A/B testing** and **statistical analysis**. Low-cost app install average: **30% increased CTR.**
- **Hired and led a remote development team** to successfully launch 2 mobile games (iOS, Android, Kindle).
- Built **SEO/ASO growth campaigns** to drive +1k organic audience from zero in Google Adwords and FB Ad Manager.

GROWTH MARKETER   03 2017 — 09 2017
Mobile Deluxe

- Managed push notification campaign, **re-engaged 9% of 500k+ lapsed audience**, 2% above the industry average through AB testing process.
- Wrote and published social media content, drove +**70% monthly organic followers.**

QA ANALYST (**Intern**)   06 2016 — 03 2017
Mobile Deluxe

- Contributed to **UX design of LiveOps retention** features including leaderboard challenges, tournament rewards.
- Submitted and organized **bug reports** for mobile games in a **Jira Database.**
- Worked closely with lead developers to document changes in priority and timeline management to learn **Agile** methodology.