

Matheus Knebel

Brazilian, 31 years old.

Gävle, Sweden.

Contact: matheusknebel@gmail.com / +46 0762518239

Portfolio: matheusknebel.com



Abstract

I'm senior UX Designer with academic Design Master's degree and research experience. I work in the Product together with Product Managers and Game Designers bringing user-centered design methodologies to meet the business objectives with the player motivations. In game industry since 2009 where I worked in many startups, and also taught Game Development in a university and smaller institutions.

My strongest hard skills are in sketching, prototyping, animating and testing experiences. On the soft skills the feedbacks I receive usually tell of a good capacity to communicate ideas and rational behind design intentions and decisions, openness to listen and agility to adapt. I also empower my teammates unlocking their creativity with ideation sessions.

Education

▶ Higher Education – Technologist Graduation in Digital Games

Universidade do Vale do Rio dos Sinos (Unisinos), Brazil

Conclusion Dec/2012.

▶ Master's Degree – Design and Technology

Universidade Federal do Rio Grande do Sul (UFRGS), Brazil

Conclusion Mar/2018.

Experience

▶ **Sr. UX Designer** – Nov/2018 – Currently.

Company: **King (Midasplayer AB)**, Sweden

- Working in Candy Crush Saga, one the biggest mobile titles in history on engagement and monetization metrics.

- Currently as a solo UX designer in the Expand area of the IAP&Economy where the mission is to expand the game's economy with new products and systems. With User Research I influence business decisions, create experiments, full features specs and eventually game design concepts for the Production teams to implement in agile manner.

- Worked in the Social area designing systems for achievements and cosmetics.

- Worked on project called TAGI where during 2019-20 we re-designed the information architecture, main interfaces and core loop of the game making it more intuitive for the player and manageable for the business.

- ▶ **UX Designer** – Aug/2018 – Nov/2018 (temporary contract).
Company: **DBServer**.
- A Brazilian software company. I worked redesigning a system broadly used in Brazilian car dealership companies. Visited the users (car dealers) in their environment to study their needs and intentions towards the proposed product.
- ▶ **UI/UX Designer** – Jun/2016 – Sep/2017.
Company: **Kreativitas Game Studio**.
- A startup studio working on its first mobile athletics game. I lead the interaction and interface work and also projects the in-game user's data tracking and research.
- ▶ **Teacher** – Aug/2013 – Dec/2015.
Company: **Uniftec Faculdades**. (University)
- Teacher at several disciplines about Graphic Computing, Animation, Character Design, Environment Design and others for Digital Games and Advertising technical courses.
- ▶ **Lead Game Artist** – Jan/2012 – Feb/2014
Company: **Learn4fun**
- Coordination and production of game UI, 2D and 3D assets for educational and entertainment games.
- ▶ **Lead Game Artist** – Feb/2011 - Oct/2011
Company: **Just Play IT**
- Coordination and production of 3D characters, UI elements, environments and other visual arts to massive online browser games.
- ▶ **3D Modeling and Sculpting Teacher** – Apr/2011 – Dec/2012
Company: **Scheffer Informática**, IT school.
- Zbrush character creation instructor.

- 3ds Max instructor.
- ▶ **Game Artist** – Aug/2009 – Jan/2011
Company: **Just Play IT**
- Complete process of creating characters, from 2D design to 3D modeling, digital sculpting, texturing and animation. Creating layouts for websites.
- ▶ **Game Artist Freelancer**

Companies: Kreativitas, Black Bugio Game Studio, South Pixel, Imp3d.

- Creating UI assets, characters and 2D/3D animations, web pages layouts and illustrations.

Qualifications

- ▶ **NN/g UX Conference**
Nielsen Norman Group – London - 30h
- ▶ **Analytics for Product Managers, UX Designers and Analysts**
Pocket Creative LAB – Porto Alegre – 12h

- ▶ **User Experience Design: Complete UX Fundamentals Course**
Udemy
- ▶ **3D Studio Max Basic - 3D Studio Max Advanced- 3D Game Studio**
Scheffer Informática, IT School - Novo Hamburgo - 200 hours
- ▶ **Quality Practices - Diction, Disinhibition and Oratory - Effective Leadership**
SENAC, Technical School - Novo Hamburgo - 58 hours
- ▶ **Illustration: Concept and Practice for Drawing**
Unisinos University - São Leopoldo - 39 hours
- ▶ **Character Developing for Games and Animation**
Unisinos University - São Leopoldo - 30 hours

▶ **Participation at 1st Brasil Game Show (Rio de Janeiro, 2010)**, in the team chosen to represent the Digital Games Course of Unisinos University in a national level Game Jam.

▶ **Volunteer participation as spanish translator at the 23rd MOSTRATEC and 15th SIET** between October 27th and November 1st (2008).

Projects and Publications

▶ **Influent Factors in the Development of Human-Game Interfaces: Analysis in Diachronic Perspective.** 2018. 121 f. Dissertation (Design Master Degree) - Escola de Engenharia, Universidade Federal do Rio Grande do Sul, Porto Alegre, 2018.

▶ Short Paper: Design para a Experiência como Metodologia para Desenvolvimento de Jogos com Baixo Orçamento. (**Design for Experience as Methodology for Low Cost Game Development**). SBGames Proceedings. Curitiba. 2017.

▶ Paper: **The workshop as a research tool in design: an analysis of the journal design studies between the years of 2006 and 2015.** Revista de Design, Tecnologia e Sociedade. Brasília, v. 3, n. 2 (2016), p. 103-118.

▶ Serious games for **Ford Brasil, O Boticário, FIERGS** and **Abbott Brasil**.

Awards

▶ **2nd place at Competição de Jogos Independentes** (Independent Games Contest) at Game Development School in 2011, Unisinos. National challenge.

▶ **4th place at competition Meu Personagem Cartoon 3D II** (My Cartoon Character II), in 2013, by Tonka3D. National challenge.

Software Skills

Figma, Sketch App, Principle Design, Axure, Adobe XD, Photoshop, Illustrator.

Unity, ZBrush, 3ds Max, Blender, Cinema 4D.

Scripts e Programming Languages

I used to program some languages such as HTML, CSS, JS and C++. But even though the knowledge is still useful when communicating with developers, I no longer take part in production.

Languages

- ▶ **Portuguese** mother tongue
- ▶ **English** fluent
- ▶ **French** advanced
- ▶ **Spanish** rusty

Other experiences

- ▶ I'm an experienced nature and wildlife photographer.
- ▶ Bike travel, 350km from Vienna to Prague with King colleagues.
- ▶ Bike travel, 350km from Milan to Venice with King colleagues.
- ▶ Bike travel, 800km through **Ireland** and **Northern Ireland** hosted by local people.
- ▶ Bike travel, 900km through south Brazil and **Uruguay** being hosted by local folks.
- ▶ Backpacking travel across **Argentina**, **Chile** e **Peru** having contact with the local people and culture.