

ANNA **BRANDBERG**

CONTACT

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LANGUAGES

- English: Native
- Swedish: Native
- Portuguese: Fluent
- French: Conversational

SHIPPED TITLES

- Dune: Awakening (PC) Funcom
- Conan Exiles (PC/Console) Funcom
- Metal: Hellsinger (PC/Console) The Outsiders
- Candy Crush Saga (Mobile) King
- Need For Speed: No Limits (Mobile) EA
- The Sims FreePlay (Mobile) EA

Disclaimer: This is my own writing, regardless of what The Slop Lords may tell you. They can take my em-dashes, my semicolons, and my triplets from my warm, human hands...

LONG STORY SHORT

Experience designer by trade, empath by nature, and dork by choice.

I'm passionate about inclusive design (ask my teams!) and shaping intuitive interactive experiences that align development goals with user needs. For over a decade I've helped bridge the gap between game developers and their audiences on both AAA titles and indie darlings alike — while also advocating for diversity and accessibility across the industry at conferences worldwide.

WORK EXPERIENCE

Principal UX Designer (2026—)

Rift Gaming – *Stockholm, Sweden*

- **Candy Crush Saga (King):** Contracted as Principal UX Designer, focusing on improving onboarding and re-onboarding experiences for new and returning players. Responsible for identifying friction points, designing UX flows, producing UX copy and UI specifications, in collaboration with the product, design, research and development teams.

Lead UX Designer & Design Manager (2022–2025)

The Outsiders (Funcom) – *Stockholm, Sweden*

- **Design Management (2022–2025):** Line manager for the design team in the Stockholm studio; mentored juniors both locally and internationally across the company. Responsible for the team's career developments, reviews, and UX internship programmes.
- **Dune Awakening (2024–2025):** Part of a ~15 person team, supporting a 400+ person project. Redesigned first-time user experience and early game systems through improved tutorialisation, wireframes, screen flows, copywriting, and tailoring game-guidance for different player types. Exceeded launch retention targets by over 300%.
- **Unannounced Project (2023–2024):** Sole UX Designer on a team of 20+, leading foundational UX strategy work including user research, core game loops, annotated wireframes, clickable prototypes, and approved accessibility proposals.
- **Metal Hellsinger (2022–2023):** Led team's UX for post-launch expansions, including the 'Leviathan' game mode, through wireframes, clickable prototypes, user research and synthesising player feedback to identify pain points and refine the difficulty curve. Also led design for DLC presentation across all gaming platforms, simplifying discovery and information hierarchy for both players and the dev-team.
- **Conan Exiles (2022):** Sole UX Designer on a team of 20+ people across 4 countries, embedded within the larger Exiles team. Delivered a ground-up user-centered redesign of the Journey Map feature and consolidated game menus, through iterative playtesting, wireframes and annotated flows to improve onboarding, retention and player agency. This resulted in streamlined production processes, overwhelmingly positive player response with increased retention, and smoother usability across platforms.

Lead UX Designer (2022)

Star Stable Entertainment – *Stockholm, Sweden*

- **Project Curie:** Sole UX Designer on a ~10-person team, collaborating across disciplines to define the project's requirements and game fundamentals, informed by target user psychographics. Responsible for end-to-end UX for 6 months until the project's cancellation.

CORE SKILLS

UX Strategy · Craft Leadership · Stakeholder Management · Accessibility · User Retention · Onboarding Optimisation · Wireframing · Prototyping · User Research · A/B Testing · Design Systems · Game UX · Cross-Functional Collaboration

SOFTWARE

- Adobe Creative Suite
- Figma
- Sketch
- Miro
- Notion
- Confluence
- Microsoft Office
- Osiris LayoutTool *(EA proprietary tool)*

ADDITIONAL EXPERIENCE

'18–'21 Ran my own Twitch streaming channel, TheHangryGames. (Australia, Sweden)

'17–'19 Co-founder of GeekSkate; a skate collective for female game developers. (Australia)

REFERENCES

Available upon request.

Lead UX Designer (Contract) (2021)
The Outsiders (Funcom) – *Stockholm, Sweden*

- **Metal: Hellsinger:** Contracted as sole UX Designer to overhaul onboarding and early game in three months. Ran playtests, synthesised feedback, identified pain points, redesigned game menus, improved tutorialisation, and coordinated cross-craft implementation pre-launch — contributing to rave reviews and a 98% "Overwhelmingly Positive" Steam rating on release.

Senior UX Designer → UX Design Lead (UX Manager) (2019–2021)
King – *Stockholm, Sweden*

- **Senior UX Designer (2019–2021):** Embedded in a pre-production team of 7 that supported various production teams across Candy Crush Saga (230 people total). Responsible for designing features through research synthesis, user flows, annotated wireframes, clickable prototypes and conducting playtests. This required cross-craft collaboration to ensure player-centered design, and meticulous documentation to maintain UX consistency across a product with hundreds of millions of players.
- **UX Design Lead (UX Manager) (2021):** Promoted to line manager for UX Designers across the Candy Crush Saga team, guiding their growth and career progressions. Interviewed and onboarded new hires, and helped define UX processes and standards across the team.

UI/UX Designer (2014 - 2019)
Electronic Arts (EA) Firemonkeys – *Melbourne, Australia*

- **The Sims FreePlay** and **Need For Speed: No Limits:** Worked within a 200-person studio delivering globally successful live-service mobile titles. Translated high-level conceptual requirements into engaging and intuitive design solutions for a range of mobile devices. Created wireframes, user flows, interactive prototypes, polished UI assets, layouts and UI animations directly in-engine.

EDUCATION

2020 **Accessible Player Experience (APX) Certification**, AbleGamers (Sweden/USA)
2017 **User Experience Design Certification**, General Assembly (Australia/USA)
2010 **Digital Media; Print Media; Photo Media**, Queensland University of Technology (Australia)
2008–2011 **Design & Visual Communication**, Malmö University (Sweden)
2005–2006 **International Baccalaureate**, Waterford KaMhlaba United World College of SA (Eswatini)

KEY ACHIEVEMENTS

2023 Keynote speaker at **Devcom Developer Conference**. (Germany)
2023 **GDC speaker:** 'Occupational Burnout in Games: Causes, Impact, and Solutions' (USA)
- 100% speaker approval rating by audience; selected for Top 40 Speakers Deck (of 1,000+).
- Talk ranked #1 Advocacy talk at GDC of all time; #6 (of all 200+ sessions) at GDC 2023.

2018 – ⟳ Regular speaker at several other conferences worldwide, from Norway to Australia. (Global)
2020 Coordinated **UXDX Conference** for King in Stockholm. (Sweden)
2021 Received '**ABK** (Activision Blizzard King) **Challenger Award**' for fostering an inclusive workplace and a supportive team culture. (Sweden)
2018–2019 Selected for IGDA's 2-year GDC scholarship programme '**Next Gen Leaders**'. (USA)
2018 Listed on MCV Pacific's '**Top 50 Women in Games**' 2018. (Australia)
2018 Held '**Business in Games: UI/UX Design**' Masterclass. (Australia)
2016 – ⟳ Guest lecturer, mentor, and media guest at universities, game development events, podcasts, radio shows, Twitch streams, and various other media outlets worldwide. (Global)