

Ferruccio Cinquemani

Game Designer and Developer

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Game Industry Experience

Enemy Designer & Scripter at Arrowhead GS

Stockholm – February 2019 - Present

I work in the AI team, designing and scripting behaviors for enemies in an unannounced project.

Junior Narrative Designer at Ubisoft Stockholm

Stockholm – August 2018 - February 2019

I worked with concept, narrative development and screenplay writing on an unannounced project and on the Avatar game.

Game Designer at Hatrabbitt AB

Stockholm - October 2017 – August 2018

I worked as game designer and developer, creating concepts and prototypes for new VR games and working with scripting, game design and UX. My duties included initial concept creation, designing and documenting features, creating features and systems and prototypes such as [Viral Invasion](#). I also worked, as game designer and scripter, on the VR online multiplayer shooter [Slightly Heroes](#).

Game Designer at Just Development AB

Stockholm - Summer 2017

I worked part-time, as a summer job, with the developers of the app Just Football to improve the game mechanics of their product. The app is a location-based game aimed at kids from 10 to 16 years old and it requires players to play football in real life to unlock features and bonuses in the game. The developers felt the app didn't have solid game mechanics so I worked to a redesign and refocus of all the features of the app before launch. The app launched in the beginning of September and it reached the second most downloaded free app in the sport category of the App Store.

Founder, Game Designer, 2D Artist, Coder at Bumblebee Studios HB

Stockholm - June 2012 – June 2017

Founder, game designer, graphic artist, additional programmer and producer at the independent game company [Bumblebee Studios](#). At Bumblebee I created – together with another person - the original casual iOS and Android games [Derat Inc.](#) (2012), [Heads Will Roll](#) (2015) and [Breaking Brix](#) (2016), the medical app [La Mia Voce](#) (2013) and different versions of **Buy and Sell**, an advertising game for the classified e-commerce sites Tayara, Bomnegocio and Guateganga (2013).

User Acquisition Specialist at Paradox Interactive

Stockholm - June 2014 - November 2014

As a User Acquisition Specialist I conceived, created and managed PPC and CPM campaigns promoting several games, DLCs, bundles and sales. I worked on a variety of different channels such as AdWords, Facebook, YouTube, AdRoll, Reddit, plus several game-related networks and custom-made display campaigns on many of the biggest sites in the game industry (PC Gamer, RockPaperShotgun, the Eurogamer network). I also planned and oversaw the creative part on some of these campaigns.

QA and Localisation Tester at Rockstar Games

Lincoln, UK - January 2006 - August 2006

I worked as a QA and Localisation Tester for Rockstar Games, in Lincoln, UK. My duties involved both bug testing and localizing the Italian translation. Games I worked on: **Grand Theft Auto Liberty City Stories** (PS2), **Prey** (PC), **Bully / Canis Canem Edit** (PS2), **Warriors** (PSP), **Grand Theft Auto Vice City Stories** (PSP).

Marketing and Journalism Experience

Digital Strategist at Keybroker AB

Stockholm - March 2015 – August 2016

In this position I worked on creating digital marketing strategies for a variety of clients, including some of the largest e-commerce actors in Sweden. My main area of interest was consulting on SEO, Conversion Rate Optimization, UX, content marketing and other inbound marketing techniques. In this position I was also responsible for the work of digital specialists.

SEO Expert at SCM Ventures, Schibsted Group

Stockholm - October 2010 - June 2014

SEO Expert working on Blocket websites for SCM Ventures. My main duties included developing on-site and off-site optimization, online PR and organic user acquisition strategies for several very large (100+ million pageviews per month) international websites, working in different markets and different languages.

During my employment I maintained a constant growth of organic traffic to the sites I worked on, with averages up to +300% year over year.

Senior Site Manager at Web Guide Partner AB

Stockholm - February 2009 - October 2010

Duties included Search Engine Marketing, on- and off-site Search Engine Optimization and production of editorial content. My main target was to increase the leads and traffic for the company's websites and develop partnerships with other websites. I was promoted Senior Site Manager in March 2010.

Assignment Manager at Besedo AB

Stockholm - January 2007 – January 2009

I managed the team that took care of the customer service and user generated content moderation operations. The team worked on the classified website Subito.it. My duties included measurement of efficiency and productivity of my team of ca.10 people.

I also worked as an external consultant for similar client websites in other markets (Blocket.se in Sweden, Compraventa.com in Spain, Custojusto.pt in Portugal) setting up customer service and moderation operations and testing.

Journalist at Edizioni/Edizioni Master/Future Media Italy et al.

January 2001 - October 2010

Contributor and editor for a wide variety of paper magazines and websites, including the Official Xbox Magazine and the Italian version of Edge Magazine. My range of work included news, reviews, features and interviews, mainly about videogame and technology (more details upon request). Amongst other projects, I am one of the hosts of the oldest Italian videogaming podcast, Ringcast.

Education

Futuregames

Game Design program, 2016 – 2018

University of Palermo

Bachelor degree, Journalism, 2000 – 2005

Languages

Italian (Native or bilingual proficiency)

English (Full professional proficiency)

Swedish (Professional working proficiency)

Spanish (Elementary proficiency)

Skills

Game Development

Unity 3D - 5+ years of use

C#, Blueprint and different proprietary scripting languages

Unreal Engine 4

UI/UX

Perforce, SVN, Mercurial

Scrum methodology

Photoshop, Illustrator and Manga Studio 5

Marketing

Google Analytics and AdWords (certification)

Excel

Unity Analytics

Other testing, analytics, email marketing, SEO, CRO and marketing suites