

Jakub Jakubowski

Creative & Game Director

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Experience

2015 - 2024

UNIT9

Creative & Game Director

- **Game design and development** - spearheaded the creation of new game concepts and detailed design documents, encompassing gameplay mechanics, rules, and user interfaces, to deliver engaging and innovative gaming experiences.
- **Economy and balancing** - developed and implemented complex mathematical models and algorithms to ensure fair, balanced, and exciting gameplay, continuously refining game parameters to enhance player engagement and profitability.
- **Direction** - worked closely with developer, creative and monetisation teams to integrate game mechanics and graphics, conducted rigorous playtesting and QA to address bugs and gameplay issues.

Selected Projects

- **Space Invaders: World Defense** - Mobile AR game
- **OnePlus Crackables 1.0 & 2.0** - Web game, complex puzzle design
- **1984 Audiobook Premiere** - Multi-genre activation dedicated for Twitch stream

2015 - now

Freelance

Latest Work

- **Match-3 Game** (confidential) - Lead game and economy designer for a standalone match-3 game
- **Competiton Game** (confidential) - Game director and lead designer for a multi-genre competition game app with high stakes (over 1m\$), featuring puzzles, AR and ARG elements
- **EE Game Day '24 for Nexus Studios** - Lead game designer for a set of minigames across multiple platforms

Skills

Creative Direction
Game Conceptualization
Game Design
Prototyping
Mathematical Modeling
Balancing and Optimisation
Team Compositing and Leadership
Project Management

Tools

Unity (C#), Figma, Adobe Suite, Spreadsheets, Google Suite, Machinations, Notion

Awards

Cannes Lions x4
One Show x 13
Campaign x4
ADC x4
Shorty x3
FWA x15
AWWWARDS, CLIO, Webby x1
Lovie, OBIE x1

Education

University of Technology
Lodz, PL
Master's degree, Computer Graphics

Windesheim University
of Applied Sciences
Zwolle, NL
Games Programming