

# EETU LEPPÄLÄ



Game Designer and Developer with a strong foundation in UI/UX and Service Design, developed over 7 years in highly complex, agile environments. As a skilled generalist, I bring a unique ability to gain insights from and facilitate understanding between designers, developers and artists. I leverage my diverse skills and knowledge in each area to create novel and holistic gameplay experiences.

## EXPERIENCE

### Indie Game Developer

Sep 2021 - Ongoing

- Designed and developed various unpublished indie games

### Tactical RPG / Roguelike (solo project)

Jan 2023 - Ongoing

- Balanced gameplay elements based on playtesting
- Developed a modular system and tooling for producing content and mechanics fast and reliably
- Designed UI systems to display complex info clearly

### Rhythm-based Bullet Hell (6 team members)

Sep 2022 - Dec 2022

- Developed a story and thematized core mechanics
- Designed enemy types, encounters and level design
- Was in charge of art direction and game production, including playtesting and task design

### Design Consultant (Nitor)

Mar 2023 - Ongoing

- Worked with companies such as VR, Joblink and Elisa as UI/UX and Service Designer
- Participated in internal sales efforts

### Designer (Nightingale Health)

May 2016 - Mar 2023

- Helped launch and maintain 4 complex products, including a mobile application for displaying complex health data, a self-testing service with Yliopiston Apteekki, a wellness clinic service, and an integrated health data visualisation service with Aava Virta
- Led the design of a medically approved self-testing service with a team of six people
- Led service design for a wellness clinic service and co-designed systems and processes with consumers and expert users like metabolomic researchers, nurses, receptionists, laboratory technicians, developers and regulatory and legal specialists
- Designed multitudes of features in the launched products such as consumer-facing health data visualisation tools, purchase funnels and reservation systems and self-testing tutorials and guidance
- Did rigorous usability testing to ensure patient safety, emotional safety and usability

### Independent Design Consultant

Feb 2015 - Mar 2018

- Worked with clients such as Costo, Magisso, Vallila

## SKILLS

### Game Design Skills

System design, scripting, balancing, level design, encounter design, progression systems, boardgame design, UI/UX, player research, playtesting and data analysis, UX and copywriting, illustration, animation, data visualisation, documentation

### Game Development Tools

Excel, C#, Unity, Odin Inspector, DOTween, Blender, Python, Git, VS Code, Confluence, Jira, Figma, Adobe Creative Cloud, Procreate, Aseprite, JS, JSON, HTML, SASS, Multideck

### Other Skills

Market research, pain point interviews, business canvassing, retention design, service walkthroughs, contextual inquiry, testing in the wild, in-depth interviews, co-design, accessibility, agile methods

## DETAILS

### Contact

+358 44 9846937  
eetuleppala@gmail.com  
linkedin.com/in/eetuleppala  
eetuleppala.com

### Languages

Finnish (native)  
English (full proficiency)

### Education

Master of Arts, Collaborative Design, Game Design minor (Aalto University, 2021 - 2023)  
Bachelor of Arts, Design, Fine Arts minor (Aalto University, 2013 - 2017)