

Anne Zarnecke

Game Designer with 6+ years of experience shipping narrative and systemic games. Skilled at leading teams, designing player-driven systems, and pitching features. Passionate about blending storytelling and mechanics to create emotionally resonant gameplay.

Professional Experience

■ Game Designer

Seed - Klang Games | November 2021 - present

- Leading a cross-discipline feature team in designing systemic features for a multiplayer sim
- Owning feature development, from concept to implementation in Unity using internal tools
- Defining gameplay vision in collaboration with product leads and stakeholders
- Pitching and iterating on features based on player research and external playtests

■ Game Design Director

Unannounced IP - Mad About Pandas | 2020 - November 2021

- Led core systems development for an unannounced IP
- Co-defined gameplay vision with the Creative Director
- Created and pitched concept decks to investors and stakeholders
- Prototyped key features in Unity

■ Game Design Director

Hitchhiker VR - Mad About Pandas | 2020 - November 2021 (Shipped)

- Directed features and iteration for the Meta Quest version of Hitchhiker
- Led a 5-person team and iterated the design based on playtest feedback

■ Game Designer & Narrative Designer

Hitchhiker - Mad About Pandas | 2018 - April 2021 (Shipped)

- Collaborated with the CEO and Creative Director to develop the design vision
- Iterated features based on team feedback and playtests
- Prototyped player interactions and branching dialogue in Unity
- Supported early ideation and design planning during pre-production

Education

UE Berlin – B.A. Game Design

Thesis: „Mechanics in (E)motion - How can we create an emotional design framework for linear Single-player games?“

Capabilities

Design Skills & Tools

- Player-centric systems and behavior modeling
- Narrative and systemic design for emotional gameplay
- Writing clear, actionable design documentation
- JSON-based content authoring
- **Unity** Gameplay Implementation
- **Unreal Engine 5** Blueprint Scripting
- Using **Git**-based version control
- Creating UI mockups with **Adobe** toolset

Soft Skills

- Confident communicator with a focus on clarity and alignment
- Strong at managing roadmaps, timelines and dependencies
- Experienced in leading cross-discipline teams
- Skilled in agile workflows



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