

# Guido Göbbels

Creative Director / Product Lead – Games & Interactive Experiences

## Birthday

7.11.1983

## Nationality:

German

## Address

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## E-Mail

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## Portfolio

<https://guido.graphics/>

## Education

2013

B.A. Integrated Design , Köln

International School of Design

2008

Mediengestalter Print, IHK Köln

## Languages

German , English, Bras. Portuguese

## Software

- Adobe Suite
- Figma
- Blender
- GIT
- Jira
- Miro
- Google Work space / MS Office
- Wordpress
- Affinity
- Unity
- ComfyUI

## Profile

Creative and product leader with 10+ years of experience delivering high-impact interactive products across gaming, entertainment, and branded experiences. Proven track record of leading international teams, scaling production pipelines, and shipping 150+ projects across mobile, web, and platform environments. Combines strong design vision with product thinking and executional excellence — from concept to live operations. Experienced in monetization systems, player engagement, and cross-functional leadership in fast-paced environments.

## Core Expertise

- Creative Direction & Game Design
- Product Leadership & Live Operations
- Team Leadership (10–15 people, international)
- Game Economy & Monetization Systems
- UX / Player Experience Optimization
- Agile Production (Jira, Confluence, Cross-functional teams)
- Stakeholder & Client Management

## Work History

### Wegesrand GmbH & Co KG

#### Creative Producer, Art Director

Sept. 2025 – Mar. 2026

Leading the creative direction and client delivery of interactive educational and experiential projects.

- Led interdisciplinary teams across design, UX, development and content production.
- Delivered 1 project end-to-end and managed 3 parallel productions
- Defined visual styles, game concepts and art direction.
- Introduced structured workflows in Figma, Confluence, and Jira to improve collaboration and delivery quality.

### Playt.net AG

#### Product Lead - Game Platform & Features

Oct. 2024 – Aug. 2025

Leading the development of Clash Paradise.io, a competitive skill-based gaming platform.

- Increased sales by +20% through shop optimization.
- Achieved positive real-money cash flow within 3 months of joining
- Reduced daily free currency output from 15,000+ to 300, stabilizing in-game economy
- Improved customer support response time from ~7 days to 1.2 days

### Flying Sheep Studios

#### Design Director

Apr. 2022 – Aug. 2024

Assumed a leadership role, coordinating an international staff across multiple countries and managing a growing team.

- Directed the production of art assets for the MMO title "Star Life."
- Managed and coordinated an international team of artists.
- Maintained 0 crunch culture, ensuring sustainable high performance.

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## Work History

### Creative Producer

Jan. 2016 – Apr. 2022

Assumed a leadership role with staff responsibilities in a growing team.

- Assumed key responsibilities from the CEO, ensuring seamless leadership transition.
- Scaled team from 4 to 18 people across multiple locations
- Negotiated project terms and game design specifications with clients, fostering strong partnerships.
- Delivered 100+ client-based games and interactive projects
- Created design documents and project frameworks..
- Managed 10–14 concurrent projects with cross-functional teams
- Directed art production, providing critical feedback on art assets to maintain high standards.
- Oversaw QA and testing to ensure game quality.

### Game-Artist

Jan. 2016 – Apr. 2022

Universal Game Artist as the first hire for a small game studio.

- Creating 2D and 3D game assets
- Designing and creating UI elements
- Estimating project timelines and resources
- Independently producing complete games using Construct 2

### Room 247 Studio

#### CEO & Game Designer

Mar. 2014–Apr. 2018

Co-Founder of the studio, successfully securing state funding to develop a game prototype. Led the successful launch of two mobile titles, one of which was featured in Rock Paper Shotgun, as well as one prototype. Managed accounting, project management, game and level design, asset creation, and visual effects.

### b.i.b. International College

#### Teacher

Feb. 2015 – Sept. 2016

Game Design Teacher at BIB. Responsible for creating a curriculum aligned with current industry needs and standards, preparing lessons and presentations, supporting project work, and grading papers.

### 2G Design

#### Freelance Graphic Designer

Oct. 2011 – Oct. 2013

Self-employed Graphic Designer working with multiple clients.

- Developed corporate design strategies for various clients.
- Created unique and impactful logo designs.
- Crafted visually appealing and user-friendly web designs.
- Produced detailed and creative illustrations.

### Köln International School of Design

#### Research Assistant

Oct. 2009–Mar. 2013

Tutor for the "Blended Studies" research project. Responsible for designing the interface and various plugins for an online learning platform to complement the physical university environment.