



MARRI DRAGICEVIC

GAME & INTERACTION DESIGNER

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EDUCATION

MALMÖ UNIVERSITY

BSc in Interaction Design
| 2017–2020

- 3-year program (English) focused on interactive product, service, and experience design
- Covering prototyping & User research for both physical and digital products

GEORGIA INSTITUTE OF TECHNOLOGY

Exchange Semester
Computational Media (HCI)
| Fall 2019

- Coursework in visual, information & graphic design, blending computer science with creative design and human psychology at a top-ranked US tech university

TEKNIKHÖGSKOLAN MALMÖ

Higher Vocational Diploma in Web Development
| 2014–2015

- Focus on frontend & back end web development, using agile methodology

Game & Interaction Designer constantly seeking to create engaging experiences that are felt and leave an impact. Whether to solve a problem or find opportunities, I approach it systematically with a playful but strategic mindset. With experience in Web, UX and Game design, I bring a hybrid approach with creativity at the forefront, which supports both product outcomes and team workflows without compromising player experience.

WORK EXPERIENCE

- KING - Candy Crush Saga** JUL 2023 - PRESENT
Senior Game Designer
Driving the Game Design in both Economy Systems & Rewards and Player Lifecycle in Candy Crush Saga.
 - I use a player-centric, empathy driven design approach & methodologies, when bridging user insights with data to inform our design decisions.
 - Explore and design for key stages players go through in their journey, like onboarding, engaging, monetising and retention, with a focus on player needs, current game gaps, and system introduction.
 - Drive design from concept to implementation; running workshops, create treatments and design specs, own documentation. Keep alignment with leads and continuous collaboration with the team to ensure the design intention is honoured throughout the project pipeline.
 - Collaboration & mediation across different areas with separate business goals; to ensure proposed solutions tend to the holistic game experience, avoid potential bottlenecks, and nurture the right player motivations.
 - Providing mentorship to more junior team members and design guidance across teams, championing player-centricity in all stages of development, and advocating for accessibility & holistic player experience thinking.
- KING - Candy Crush Friends & Jelly Saga** JUN 2020 - JUL 2023
Junior UX Designer & Game Designer
Starting as a UX Design intern, focusing on player flows and interaction design. I then transitioned into game design, expanding my scope to systems, events, and long-term player experience. As intermediate game designer, I was the sole designer for two of King's smaller titles, Friends & Jelly; where I grew quickly with the product team, supporting planning, shaping design briefs, and lead design execution across features and improvements.
- ODD HILL** JUN 2015 - OCT 2016
Front-end Developer & Web designer
My work tasks included frontend development, content management, content creation, adhering to tight deadlines, and collaborating in diverse teams with different specialties. We ensured that the websites met their objectives and maintained the quality required to meet customer requirements, both during and after launch.