



# KHADIJA EL SHAMMAA

GAME DESIGNER / MARKETING ASSOCIATE • BERLIN, GERMANY • +4915236728649

## • DETAILS •

Berlin

Germany

+4915236728649

[Khadijashammaa@gmail.com](mailto:Khadijashammaa@gmail.com)

## • LINKS •

[Website Portfolio](#)

[brokebubble90.itch.io](https://brokebubble90.itch.io)

[Linkdin](#)

## • TECHNICAL SKILLS •

Procreate

Unity

Market Analysis

Bench-Marking

Data Analysis

Blender

Adobe Illustrator

Adobe Photoshop

Adobe After Effects

Adobe InDesign

Adobe Premiere Pro

C#

Visual Scripting

Maya

Video Editing

Unreal

## • LANGUAGES •

Arabic

English

French

Korean

German

## • PROFILE •

**Passionate multidisciplinary designer** specializing in game development, with academic training in immersive environment design, narrative systems, and data-informed creative marketing strategies. I am eager in merging creative and technical artistry with market research insights and audience engagement tactics to transform abstract concepts into emotionally resonant visual stories. Actively seeking to apply my hybrid skills in art, analytics, and trend-driven storytelling to elevate innovative projects. I am always driven to contribute fresh perspectives and collaborative energy to forward-thinking creative teams.

## • EDUCATION •

### Game Design , University of Europe for Applied Sciences , Berlin, Germany

Oct 2022 — Jul 2025

Studied the variants of Game design and Development (Game Art/Design, Utilizing AI, 3D Modeling, C# and Visual Scripting, Production).

### International Baccalaureate , Green Land Pré Vert International School, Cairo, Egypt

Jan 2009 — May 2022

Graduated with a 2-Year Business Administration Focus.

## • RECENT EXPERIENCES •

### Intern at Cactus Production, Bergamo, Italy

Nov 2024 — May 2025

- Design and Development Research for the ongoing projects.
- Qualitative and Quantitative Market Research and Competitive Analysis on current industry. Orchestrated a creative strategy based on existing data that was benchmarked for each project based on its corresponding market and user segments.
- Conducted research on Early Access that was used as a resource for Funding.
- Concept Art creation as a support for the development and design .
- Created Boss and Enemy Designs with corresponding narrative and combat set designs.

### Branding / Soft Launch Campaign at Subsidiary Start-up for Miro's Boulangerie , Cairo, Egypt

Jan 2025 — Oct 2025

- Researched competitive brands and pitched concept boards inspired by leading local and international restaurants.
- Developed a comprehensive brand manual, logo, color palette, typography, packaging, and concept menu for investor presentations.
- Creating weekly eCommerce content for brand's pr/soft-launch marketing campaign using Adobe Lightroom, Illustrator, Indesign and Premiere Pro.

### Marketing Intern at Thoughtfish GmbH , Berlin, Germany

Nov 2025 — Present

- Created copies for and scheduled engaging content across social platforms to drive game wishlists.
- Researched and designed detailed marketing campaign strategies to effectively reach core gaming audience post-launch through analyzing platform-specific best practices.

- Fostered community interaction and drafted clear and effective communications for announcements, releases and special dates.
- Created compelling narratives to explain complex game mechanics in an accessible and exciting way for potential players.