

Alessandro Pesetti

GAME DESIGNER · UX & PLAYER PSYCHOLOGY

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PROFILE

Game designer with a **BSc in Psychology**: my thesis asked why players lose track of time, and now I design for it. I prototype **gameplay loops** in Unity, map flows and onboarding, and test them with players. Four years in tech, then the **only UX designer** on the 16-person team behind When Stars Speak.

SKILLS, TOOLS & CERTIFICATIONS

GAME DESIGN	Systems design, level design, gameplay loops, onboarding ✓ Psychology & Game Design · Psychology of Colors in Game Design · Udemy
UX / UI	Flows, information architecture, wireframing, HUD & menus, accessibility ✓ UX/UI Design for Videogames · Digital Bros Game Academy
RESEARCH	Usability testing, playtesting, focus groups, interviews and surveys
TOOLS	Unity, Unreal Engine 5, C#, Git & GitHub Figma, FigJam, Photoshop, Illustrator, Notion ✓ Figma, Photoshop, Illustrator, Git & GitHub, Notion · Udemy
AI	Claude AI: custom skills and agents for research, level design and code
METHOD	Agile delivery, task planning ✓ Scrum Fundamentals Certified (SFC)
LANGUAGES	Italian native, Chinese HSK 1, German elementary, English C1 ✓ Cambridge CAE

WORK EXPERIENCE

LQA Tester · Side (Side Inc.) 06/2026 – PRESENT · FREELANCE

Italian QA of **in-game text and UI**: readability, context, defect logging

Technical Analyst & Developer · XCC Experience Cloud Consulting 11/2021 – 11/2025 · MILAN

Functional analysis, development, **usability testing**, user journey design

Event Coordinator & Staff Supervisor · Spitz 11/2017 – 12/2020 · VARESE

Quality Assurance & Factory Worker · Whirlpool Corporation 10/2015 – 12/2016 · BIANDRONNO

GAME DESIGN PROJECTS

GigCrawler · *Game, UX, Technical, Enemy & Systems Designer* 2026 – PRESENT

Unity, Photon Quantum · co-op dungeon crawler · mood-based **enemy AI**

When Stars Speak · *UX Designer* 03/2026 – 07/2026 · DBGA TEAM PROJECT

Unity, PC · flows, wireframes and **onboarding**, iterated through playtests

Hocus Potion · *Gameplay Designer* 01/2026 – 03/2026 · DBGA TEAM PROJECT

Unity, mobile · two minigames, one played by blowing into the **microphone**

Veshike · *UX and Technical Designer* 12/2025 · GAME JAM

Unity, PC · designed and built the game flow, **gameplay loop** and pause menu

EDUCATION

Game Design | UX/UI & Level Design · Digital Bros Game Academy 10/2025 – 07/2027 · MILAN

Psychology | BSc in Psychology · Sigmund Freud University 10/2022 – 07/2025 · MILAN

Thesis on **flow in video games** (PRISMA review) · grade 1.76 (1 = highest)