

Brandon Startz

A versatile developer with strong multidisciplinary skills and hands-on experience. Grounded in user research, with excellent communication skills and a user-centric twist.



Work Experience



Lead Game Developer and User Researcher

Music Fairy Tales Oy, Helsinki, Finland

February 2023 - December 2023

- Led the development of the mobile application in Unity, managed a small team of developers
- Implemented project management tools, ran weekly meetings, created documentation system
- **Main responsibilities:** Adding new gameplay features, implementing and managing game analytics, conducting user research



Player Analyst

HypeHype Inc., Helsinki, Finland

November 2021 - December 2022

- Developed an automated playtesting program, accelerating efficiency of user research
- Conducted user research, and collaborated with data analytics and QA to produce cohesive user research reports that I presented team-wide
- **Main responsibilities:** User research and developing tools to improve data collection and using said data to guide user-focused design



Research Assistant

Helsinki University & Aalto University, Finland

2020-2021 - Helsinki University - UbiKampus

- Internet of Things, prototyping, UX

2021 - Aalto University - Games Research Media Lab

- Self-Determination Theory, player motivation

2018-2019 - Helsinki University - HCI & HIIT

- User research, physiological measures (EEG)

Education



Masters of Arts in Video Game Design and Production

Aalto University, grad. 2022

Thesis: Automating playtest data analysis: A natural language processing approach.

Thesis graded: Eximia cum laude



Bachelor of Science in Psychology

Double Bachelor of Arts in Spanish Language

Oklahoma State University, grad. 2018

Volunteer research: I conducted psychological experiments, managed participants, and collected and analyzed data for several years in experimental psychology labs.

GPA: 3.72/4

Contact Info

- [LinkedIn](#)
- [Portfolio](#)
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Programming

- Python
- SQL
- C#
- VC: Git & GitLab & Bitbucket

Research methods

- Interviews
- Playtests
- Surveys
- Analysis - Affinity mapping & prioritization
- Reports & presentations

Software

- Unity Game Engine
- Tableau
- Slab & Notion
- Jira & Trello & Asana
- Scrum & Agile

Languages

- English Native
- Spanish B2
- Finnish B1
- Swedish B1
- Italian B1
- German WIP