

Jessica Fleur

Design Leadership, UX, Psychology



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I'm a design leader with 8 years turning user insight into products people love. I lead and mentor the design team at Exient Publishing, and I own work end to end: research and competitor analysis, wireframes and prototypes, the specification four disciplines build from, and the analytics that say whether it worked.

My domain is games, which is fast, data-rich and about as user-centred as design gets. I started with a psychology degree, still the most useful design training I have had, and the discipline travels anywhere people and products meet.

EXPERIENCE

Lead Game Designer · Exient Publishing

FEB 2025 – PRESENT · MALTA

Mobile, PC and out-of-home titles built for licensed IP holders including Netflix, PlayStation, Rovio and Outright Games.

- Lead and mentor a team of four designers: one-to-ones and growth, workload planning, and acting as design's point of contact with every other department.
- Led design on Bad Dinosaurs, a launch title for Netflix Playground. I audited an inherited design document for the questions it never answered, decided what to keep and what to change, and cleared Netflix's launch bar for the April 2026 release.
- Designed for children eight and under, an audience that cannot read a tutorial: one clear action at a time, oversized targets, visual feedback that rewards exploring, no fail states and no dead ends.
- Work with leadership on creative direction across internal and work-for-hire projects, and contribute concepts for pitches and licensing opportunities.

Senior Game Designer · Exient Publishing

JAN 2024 – FEB 2025 · MALTA

- Led UX on the PC and Steam release of Cards, the Universe and Everything, a 5,000-card collectible card game rebuilt from a thumb in portrait to mouse and keyboard in landscape. Launched 5 June 2025 with cross-platform accounts and the full collection intact.
- Chose the core screen by comparing six candidate layouts with attention overlays rather than defending one, checking that each player's own controls stayed in their half of a shared surface.
- Led design on The Grinch: Christmas Adventures, a console platformer ported to iOS and Android for Outright Games, shipped December 2024 in time for the Christmas window.
- Mapped account linking and cloud save before anything was wireframed, because most of it is edge cases. Every failure state names what a player stands to lose before they confirm it.

Game Designer · Exient Publishing

JUL 2020 – JAN 2024 · MALTA

- Owned features end to end on Ultimate Sackboy: onboarding, progression, the wardrobe, cloud save and settings, each taken from competitor research through wireframes and prototypes to a signed-off document, then through implementation and QA until the build matched the spec.
- Designed the eight-run onboarding and instrumented it, then followed 617,021 players through the funnel events I defined with the analysts. 99% started, 82% won their first run, 25% reached the final forced step, a drop I could point to and explain.
- Built a 24-tier progression system with a top band players can fall out of between seasons, so the ceiling never stops mattering. Post-launch analytics showed the shape we designed for.
- Ran usability testing and turned it into a standing process: ten moderated sessions on PlaytestCloud, findings and proposed fixes presented company-wide including C-level, then repeated at every stage through launch.
- Designed and ran A/B tests on competing versions of a feature, reading engagement, revenue and retention before either rolled out widely.

- Tuned Angry Birds Fury Road, an arcade racer for three-axis motion cabinets, which debuted at IAAPA 2024 in Orlando and rolled out globally with DOF Robotics.

User Acquisition Artist · Exient Publishing

JUL 2018 – JUL 2020 · MALTA

UI, video and social for Lemmings, Exient's mobile remake of the 1991 classic, now past 10 million downloads on Google Play.

- Built Lemmings' social presence from nothing: three channels, a defined voice, and written content guidelines, grown to 70,000+ followers.
- Found the ad format that outperformed everything else and kept its slot for years, iterating creative against conversion data with the analytics team.
- Made the case that paid for a marketing team, then handed the channels and the guidelines over to them.

SELECTED CREDITS

Bad Dinosaurs (Netflix Playground) · Cards, the Universe and Everything (Steam) · The Grinch: Christmas Adventures · Angry Birds Fury Road · Ultimate Sackboy · Angry Birds Transformers · Lemmings

EDUCATION

- 2015 – 2018 **Bachelor of Fine Arts in Digital Arts** · University of Malta
- 2014 – 2015 **Diploma in Design Foundation Studies** · University of Malta
- 2011 – 2014 **Bachelor of Psychology** · University of Malta

ADDITIONAL EXPERIENCE

English Teacher · EF Education First · Jun 2013 – Sep 2017

Seasonal. Taught English as a foreign language to international students, planning and running lessons across reading, speaking, listening and writing.

SKILLS

UX & RESEARCH

User Experience Design · User Psychology · Wireframing & Prototyping · Usability Testing · Data-Informed Design · Design Documentation · Competitor Analysis

DESIGN & LEADERSHIP

Team Leadership & Mentorship · Creative Direction · Concept Development · Strategic Thinking · AI-Assisted Design · Agile Workflows

GAME DESIGN

Game Systems Design · Level Design · Gameplay Tuning · Player Onboarding · Feature Ownership

TOOLS

Figma · Jira · Photoshop · Premiere · Lightroom