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ISRA RAB

Multidisciplinary Designer and Producer



Typical jack of all trades and master of some, which makes me an excellent producer with a holistic approach.

Life is too short to get stuck on a single track – this philosophy I take to heart both as an artist and as a leader. With my cosmopolitan experience and natural empathy I make sure that my team’s well-being is paramount even when pushing for deadlines.

Selected Work Experiences

Content Coordinator - Witzivi Gaming

Espoo, Finland | 11/2022 - Present

Company Brief: Cloud Gaming Service bringing AAA and casual games to the homes of families via Pay-TV operators.

Responsibilities: Team and risk management, client communication, live monitoring of data, data analysis.

Advisory Board Member, VR Specialist - University of Kent

Kent, United Kingdom | 04/2022 - Present

Workplace Brief: The University of Kent’s Digital Design course is in constant development with the joint effort of several industry professionals.

Responsibilities: Advise on VR specific courses and skills required for future graduates, with both a practical and theoretical approach.

UX Consultant and XR Specialist - Freelance

Helsinki, Finland | 06/2022 - Present

Responsibilities: UX consultant for console and laptop games, websites and VR projects.

Notable work: [Dome Keeper](#) on Steam, developed by Bippinbits and published by Raw Fury.

Virtual Reality Designer and Project Manager - National Museum Of Finland

Helsinki, Finland | 10/2021 - 08/2022

Workplace Brief: Developed “[Ingeborg in VR](#)” for the [National Museum of Finland](#) as the winning team of Embrace XR’s 2021 hackathon. Supported by the [SKR-Finnish Cultural Foundation](#), [Varjo](#) and [MAGICS Infrastructure](#).

Responsibilities: Project and stakeholder management, UX/UI, user testing, narrative design, 3D art, coding, directing actors during motion capture.

Assistant Producer & Communications - Demos Helsinki

Helsinki, Finland | 09/2020 - 09/2021

Company Brief: A think tank pushing for transformative change, aiming to balance societal structures.

Responsibilities: Production and management of online presence, communications and volunteering team for the Untitled Festival 2020 online edition. Returned as a freelancer for the 2021 edition.

Junior Assistant Producer - Visible Realms

Helsinki, Finland | 09/2019 - 05 /2020

Company Brief: Entertainment company marrying animation, music and games. Creators of internet sensation [Studio Killers](#).

Responsibilities: Top management assistance, data tracking and analysis, video editing and Kickstarter page setup for Studio Killers 404.

Achievements: Kickstarter goal reached within 48 hours, making it the 31st most popular animated project in the history of Kickstarter.

Escape Room Designer - Aalto University

Espoo, Finland - 05/2019 - 09/2019

Workplace Brief: Aalto Junior aims to foster the curiosity and imagination of the younger side of society. The project was to create an educational escape room on sustainability for Finnish classrooms grades 7 to 9.

Responsibilities: UX design, level design, narrative design, prop design and building, video production.

Augmented Reality Designer - Aalto University

Espoo, Finland - 05/2019 - 09/2019

Workplace Brief: The Department of Mechanical Engineering at Aalto University uses a gamified AR experience to give new students an engaging tour and insights into the energy sources present on campus.

Responsibilities: Minigame design, UX design, narrative design.

Multimedia Developer - EUROCONTROL

Luxembourg | 08/2015 - 08 /2016

Company Brief: Europe-wide aviation experts delivering technical and civil.military know-how to air traffic management.

Responsibilities: Website UI and development, animation, video production, information architecture.

Education

MA - New Media

Minor in Game Design and Production

Aalto University | 2017 - 2020

BSc(Hons) - Multimedia

University Of Kent | 2013 - 2017

Skills

Project Management

Tools: Jira, Asana, Trello, Google Workspace

Leadership: Stakeholder Management, Team Management, Risk Management, Planning, Scheduling, Documentation

Design

Tools: Adobe CC, Figma, Unity3D, Autodesk Maya

Other Data-Driven Design, User Research, User Analysis, Wireframing, Prototyping, Usability Testing

Soft Skills

Communication, Adaptability, Problem Solving, Time Management, Teamplayer, Creative, Empathic

Languages

Native: Italian, English

Intermediate: Spanish, French, Urdu

Entry: Finnish

Awards

Receiver of SKR-Finnish Cultural Foundation Grant

02/2022

Winner of Embrace XR

10/2021

Selected Game Projects

Dome Keeper - Roguelike survival miner for PC

09/2022

UX Consultant. Published on Steam by Raw Fury and developed by Bippinbits.

Ingeborg in VR - Historical game for a museum

09/2022

Project Management, UX/UI, Narrative, Lighting, Programming. Exhibited at the National Museum of Finland.

Aalto Junior Escape Room - Science based game for classrooms

09/2019

Puzzle design, narrative design, prop design and building, video editing. Available in Aalto Junior's science lab.

Energy On Campus - AR game introducing Otaniemi's energy sources

08/2019

Minigame design, UX design, narrative design.

BioTrio - Multiplayer roguelike

05/2019

3D artist for procedurally generated environment. Developed during Games Now! Game Jam.

Hobbies and Interests

Game Jams, Streaming, video editing and vlogging, 3D modelling, photography, writing, drawing, hip-hop and street jazz dance, swimming.