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Objective

Product Lead, Design, Analytics and Marketing

I have experience in agile development (Scrum, Kanban) and fast prototyping of games and digital services in different organizations. I am a big believer of iterative product development and analytics based balancing. For me the best ideas come from the combination of design intuition, constant questioning, data supported development and user feedback. I have done analytics (foresight, metrics & data mining) and user studies (live and online) at MeetFactory, EGET, VTT, PAF, Digital Chocolate and Scoreloop. I have focused on understanding different target audiences (casual, female, social gamers.)

My background is in web programming (Action Script, Java Script, html/xml, Java). I have done prototypes and test cases but not worked as a programmer. Yet I understand the technical limitations and possibilities of a game project.

Product marketing has always been very critical part of game's success - especially in F2P games. At Scoreloop I focused heavily on discoverability and user acquisition.

Portfolio: <http://sonjaangesleva.weebly.com/index.html>.



Experience

Senior Product Manager / Product Owner, Scoreloop

2012-2014

Main tasks: Leading of cross platform Scoreloop SDK development (Android, iOS, WP, Blackberry10, Unity, Marmalade) and mobile (PPD and F2P) game discovery application development for Android and BlackBerry 10. Key tasks included the development of product vision, feature definition and prioritization, market and product analytics, roadmap planning and product marketing.

Senior Product Manager / Producer, Digital Chocolate

2011-2012

Main tasks: Facebook and iOS product management (PPD and F2P games). I carried out metrics driven analysis of social mobile games to improve the engagement, retention and monetization. I also worked as

a Producer in an iOS / Android project (Zombie Lane). Zombie Lane FB peaked at 1.4M DAU. Crazy Penguin Wars FB was targeted at niche audiences. It peaked at about 500K DAU and reached the expectations.

Head of Game Lab, PAF

2009-2011

Main tasks: Head of online game development, strategic planning, new business opportunities, novel concepts, benchmarking, user studies, metrics driven analysis, analysis based on sales data and data mining. I worked as the Executive Producer of the novel games produced at PAF. All PAF online games have tens or hundreds of thousands of DAU.

Game Director, GuppyWorld

2008-2009 (6 months)

Main tasks: Lead the GuppyLife PC game development; especially focusing on design, marketing and analytics. I worked as a Scrum Master coordinating the work between different teams (design, client, art, server, marketing). My goal was to brew the game for the launch. That goal was reached successfully. I focused on before - during and after launch metrics and marketing.

Game Concept Designer, EGET

2007-2009 (on a leave for 6 months)

Main tasks: Game design, consumer and market data driven analysis of new business opportunities, novel concepts, benchmarking. Eget was bought by PAF in 2008.

Consultant / Designer / Researcher, Souplala

2006-2010

Main tasks: Tutoring game start-ups, focusing on games business (Elvi startup consulting), research for SMEs, associations and Ministries (e.g. Youth media world in a nutshell, gaming in a nutshell reports), training, external game analysis focusing on game play and target groups (Flatout 2, Super Stardust HD, Outland). I did consulting as a secondary job which working at the VTT.

Research Scientist (ICT), VTT Technical Research Centre of Finland 2001-2007

Main tasks: Research Scientist, Leader of Cross media games & Entertainment software vertical. Head of PlayTech research cluster focusing on entertainment and games technologies, including ~25 researchers at the VTT and ~60 partner companies. Worked in development projects on mobile TV, collaborative filtering, gamification, personalized co-creation and mobile gaming projects. Most of the projects were contract research, in other words creating future visions, research data and prototypes for companies.

Game concept developer & market analytics, MeetFactory

2000-2001

Main tasks: Research & Development of Pumpui virtual online 3D and mobile (SMS) game / virtual pet – product published by Finnish operator Jippii in 2001.

Researcher, Finnish Youth Research Network

1999-2001

Main tasks: Working as a researcher at the Youth as Communication Acrobats –project identifying the mobile and Internet trends of 16-18 year olds. The study was made for business development purposes of Elisa Communications (leading telecom operator).

While finishing my Master's studies I worked part time as a assistant Researcher at VTT, html developer & planner at National Board of Education, IT support at Lenraumamebel and Project Assistant at the University of Lapland (Project on UX / interface for different target groups, especially girls).

Education

Master of Arts (MA) **1998-2000**

Master of Arts (MA), University of Lapland (*Major: Digital Media*),
THESIS: Design theory and Girls as a target group of Electronic Games

B.Sc. Media technology **1994-1998**

University of Lapland

Graphics Design and Arts **1993-1994**

Studies in various graphic design, arts and crafts at Kymenlaakso Folk High School.

Business and Information Technology **1990-1993**

Business studies, specializing in computer science at Mercuria Business College.

Additional training

- German Language A1, A2, B1 (2013), Scoreloop
- Agile Project Management (2009), Eget
- Swedish language (2007, 2009)
- Certified Scrum Master (2007)
- Course on Entrepreneurship (2006), Market Institute
- Marketing & Sales (2004), Tulokunto Ltd
- Scenario workshop (2005), CapFul Ltd
- Java 2 (2002), Sun Microsystems
- Java 1 (2002), Sun Microsystems
- Project Administration (2001, 2003, 2004, 2006, 2007), VTT

Skills

I have great IT skills (PC and Mac).

Tools: Office tools (Windows Office), analytics (e.g. Tableau, Google Analytics and various custom tools), graphical design tools (e.g. Photoshop) and game project management and design tools (e.g. Lua, SodaPlay, Unity, Proto.io, JIRA, Articy:draft, Blender, SketchUp, AppTaster, Balsamiq).

Language skills:

- Finnish (native)
- English (fluent)
- Swedish (basics)
- Russia (basics)
- German (basics)

Other

Position of Trust & Membership

- Member of the board (Smartfeet Oy) (2014-)
- Advisor for Small Giant Games (2013-)
- IGDA Finland Lead Coordinator and IGDA Finland Association President (2009-2014)
- Apps for Finland, member of the Jury (2014)
- IGDA Women in Games Advisory Board member (2009-2013)
- Live2011.com Grand Prix National & Student Award. Member of the jury (2009-2010)
- MobiLive Ltd (mobile games) advisor (2010-)
- MindTrek 2011 member of advisory board (2010-2011)
- MySites Ltd (cloud storage) advisor (2009-2010)
- MindTrek Academic track - reviewer (2008-2010)
- MindTrek GrandPrix, member of the jury (2007)
- Pelixi competition, member of the jury (2007)
- Nordic Game Program, member of the jury (2007-2009)
- IGDA Finland Events Coordinator (2007-2009)
- Head of PlayTech cluster at the VTT (2004-2006)
- VTT's Media & Internet Research Center, board member (2002-2006)
- M-cult media culture association, board member (2003-2006)

Awards

- I was chosen as one of the Top 100 most important ICT influencers in Finland (Tietoviikko 2013), amongst 8 other women on the list
- Internationalization awards of the President of Republic of Finland (2011)
- VTT innovation award (2006)
- Tiin@ design competition (cross platform girls' game concept)– honorable mention (1997)

Hobbies

Drawing /crafts, snowboarding, swimming and digital games (indie prototyping, writing, playing).

I am IGDA Finland (*International Game Developers Association*) activist. I used to run the organization and built it to be one of the most dynamic chapters in the world. Our team got MVP award for the work in 2007 and President of Finland's Internationalization award in 2011.

I founded *Finnish Game industry Mentor Network for Women* together with 7 other game industry professionals in 2011. We have been organizing successful events ever since in order to bring more diverse skills and new talents to the game industry.