Dana Bubáková

CHIEF DESIGN OFFICER / CREATIVE DIRECTION / GAME DESIGN

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PROFILE

Creative leader with 15+ years in games, animation and interactive media. I turn complex ideas into engaging visual stories, playful experiences and thoughtful digital products.

EXPERTISE

- Creative & art direction
- Game design and storytelling
- Product UX & design strategy
- Visual development & illustration
- Educational and social-impact games

EDUCATION

FAMU · Prague

Master of Arts · Animation & Multimedia (2009)

Socratic Institute (2016)

Butterfly Effect (2018)

LANGUAGES

English C1 · German B1

EXPERIENCE

2026-NOW — IMPACT GAMES
Chief Design Officer
Creative leadership across game design, product experience and interactive learning. Ongoing: GAMICA (AI for teachers), Waves. Completed: Storky (empathy & inclusion).

2023-2026 — IMPACT GAMES
Art Director / Creative Lead
Art direction and game design for educational and social-impact experiences, including Romoji and Who Is Helena?

2018-2023 — FREELANCE
Art Director & Illustrator
Creative direction, illustration, graphic design and gamification for digital and print projects.

2017-2019 — VULKANIST
Producer / Game Designer / Art Director
Concept, production and art direction for a meditation game for tablets and smartphones.

2013-2015 — PIXEL FEDERATION
Art Director
Creative and visual direction for games.

2009-2016 — FREELANCE
Illustrator & Graphic Designer
Illustration, graphic design and web design for varied clients and studios.

SELECTED AWARDS

ROMOJI
Best Roma Youth Project
European Roma Youth Project Award · 2025

WHO IS HELENA?
Developers' Choice · Best Mobile Game
BiT Awards · 2025