

# Daniel de Sant'Anna Martins

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*Designer and innovation consultant since 2002, managing teams and projects for national and international clients. Award-winning game designer and self-taught educator in game development and education since 2012. Award-winning futurist with international certifications and projects. The coolest dad in the world.*

## Skills

Empathy, Proactivity, Leadership, Organization, Public Speaking | Design Methodologies (Design Thinking, Design Sprint, Service Design, UX/UI Design, Lean UX, Speculative Design, Foresight), Instructional Design Methodologies (ADDIE model, SAM), Gamification Methods (Octalysis Framework, Gamified UK etc.) Game Design Frameworks (MDA, Elemental Tetrad, Game Design Atoms, Rules of Play), Monetization Design, Level Design, Game Production, Prototyping Methods, Illustration Techniques, Animation, UX Writing, Agile Methods | Trello, Jira, Confluence, Figma, Miro, Machinations, Adobe Creative Cloud, Microsoft Office, Google Workspace | Portuguese (native), English (advanced), French (beginner).

## Projects

[Portfolio](#) | [Academic articles](#)

## Experience

### **D+1 Design & Games, Rio de Janeiro - CEO**

JAN 2014 - PRESENT

Impacted over 1 million students in Brazil through learning games (analog and digital) development. Provided creative solutions and design consultancy to national and international clients. Finalist and winner in various board game design awards.

### **Stemuli, United States (remote) - Experience and Game Designer**

JUL 2024 - MAR 2025

I have developed educational digital gaming platform systems and mechanics, as well as play-based learning experiences, in the form of technical documents and other visual models. I have applied innovative design tools and methods to achieve educational and business goals.

### **BairesDev, Argentina (remote) - Senior Designer**

OCT 2022 - DEC 2022

Designed UI/UX for a metaverse project for a client. Wrote well-received technical articles on innovative design approaches for the company.

### **MJV, São Paulo (remote) - Innovation Specialist**

JUN 2022 - OCT 2022

Developed innovation and ESG projects, for national and international clients, using various approaches, such as design thinking, learning design, futures design, UX/UI design and game design, resulting in greater efficiency and engagement for the team. Led the company's most prestigious corporate education lectures.

### **Facily, São Paulo (remote) - Senior Game Designer**

JAN 2022 - APR 2022

Successfully organized the game development area and managed projects/people, exceeding all company performance indicators. Developed business strategies, game prototypes, user research and playtests.

### **École 42|Rio, Rio de Janeiro - Pedagogical Director**

OCT 2021 - NOV 2022

Promoted positive impact and digital literacy for vulnerable young people through educational projects. Empathetically managed students' pedagogical routine and created meaningful learning experiences.

### **Teach the Future, Rio de Janeiro - Futurist and Ludologist**

AGO 2020 - OUT 2022

Southwest Region Chapter Leader adapting TTF Brasil's educational tools and methods with a focus on playful approaches and learning games. TTF is a global movement of researchers and futurists that inserts Future Studies methods and tools at all levels of education.

### **VTURE, Rio de Janeiro - Lead Designer**

JAN 2020 - JAN 2021

Provided unique, interactive, instructive, immersive, personalized, gamified and high-performance experiences using emerging technologies and innovative approaches.

### **Miami Ad School, Rio de Janeiro - Coordinator / Tutor**

JAN 2020 - PRESENT

Created the “Gamified Realities” specialization that mixes game studies, game design, gamification, innovation, critical design and business ethics with play-centered projects oriented to address real-world problems.

#### **CESAR Recife, Pernambuco – Qualification Consultant / Pedagogical Coordinator**

JAN 2015 - SEP 2019

As a qualification consultant, mentored hundreds of projects (digital games, board games and applications) and thousands of students, winning dozens of awards and participating in major educational and gaming events. Wrote a dozen academic articles for major journals. As a pedagogical coordinator, tripled student productivity by considering their emotional aspects and needs.

#### **Ratto Software, Rio de Janeiro – Lead Game Designer**

AUG 2013 - DEC 2015

Led the development of a dozen games, doubled team's productivity through agile methods and achieved top 20 in the App Store. Introduced a culture where everyone participates in all areas of game production.

## **Education**

#### **UFRJ, Rio de Janeiro – PhD in Systems Engineering**

JUN 2024 - PRESENT

#### **Google (Remote) – Specialization in UX Design**

DEC 2022 - PRESENT

#### **IFTF (Remote) – Specialization in Futures Thinking**

DEC 2020 - APR 2021

#### **CESAR School, Pernambuco – Professional Master's in Design**

JUL 2018 - OCT 2020

#### **UFRJ, Rio de Janeiro – Extension in Ed Techs**

AUG 2017 - OCT 2017

#### **ESPM, Rio de Janeiro – Specialization in Strategic Design**

JUL 2009 - DEC 2010

#### **PUC, Rio de Janeiro – Extension in Strategy with RPG's**

AUG 2008 - OCT 2008

#### **UNESA, Rio de Janeiro – Bachelor in Industrial Design**

JUL 2002 - DEC 2007

## **Awards**

- **2024 SBGames Winner, Best Board Game Design.**
- 2024 SBGames Finalist, Best Brazilian Board Game.
- 2024 SBGames Finalist, Best Board Game Narrative.
- 2023 SBGames Finalist, Best Brazilian Board Game.
- **2023 Beacon for Sustainable Living's Good Living 2050 contest Winner, with speculative design project.**
- 2023 Ministry of Culture's Brasil Criativo Award Winner, Games category.
- 2022 SBGames Finalist, Best Brazilian Board Game.
- **2021 Game Jam+ Winner, Rio de Janeiro region.**
- 2021 Festival Rebeldias Winner, Best Society Game.
- 2021 SBGames Finalist, Best Brazilian Serious Game.
- 2021 SBGames Finalist, Best Brazilian Board Game.
- 2020 Festival Rebeldias Winner, Best Society Game.
- 2020 SBGames Finalist: Best Brazilian Board Game (with two games).
- **2019 SBGames Winner: Best Brazilian Board Game.**
- 2019 SBGames Finalist: Best Brazilian Board Game (with two games).
- 2019 Concours International de Créateurs de Jeux de Société Finalist
- 2019 Festival Rebeldias Winner: Best Society Game.
- 2019 Senac Prototype Challenge Winner.
- 2018 Technovation Challenge, Mentor of the Year.
- 2018 Samsung's Solves for Tomorrow Award Winner, as mentor of the winning team.
- 2017 Senac's Design Graduation, honored teacher.
- 2017-19 Technovation Challenge, mentor of winning regional teams.