



## Drama Studio as creative director

Drama Studio is a browser-based 3D tool for writing and directing stage plays in a 3D Theatre.

The product runs in WebGL and is optimized for running on low-performance Chromebooks and up.

It is a tool made for use at schools and is run as a SaaS solution.

My primary task was creating a consistent and immersive game world that motivates the students to immerse themselves completely in class.

He had a solid focus on early user involvement and design workshops, paper prototyping and think aloud testing involving students and teachers.

Besides ensuring a great user experience I also assumed roles such as; content production (3D, SFX, Animations, UI, lightning templates), world-building, interaction design and taking part in programming the front-end part of the application.

Drama Studio is live and is currently being sold in Danish schools and has had a great reception.

Drama Studio was nominated for Spilprisen in 2022 and is Nominated for The Gee Award in 2023.

[www.dramastudio.com](https://www.dramastudio.com)

### Core responsibilities

Product Design, UX, Interaction design, interface design, strategy, Use case modelling, UX writing, programming, 3D-modelling, Animation, marketing





## Test your bias as lead designer and developer

Cyberhus (Center for Digital pædagogik) is an organization focused on the online well-being of children who wanted an interactive questionnaire that should engage teenagers and challenge their assumptions regarding other kids of the same age.

In the questionnaire, the users are asked to guess how many kids smoke, drink, have had sex and other habits often left unspoken.

The questionnaire often showed the kids that they seriously overestimated the numbers and gave them time to reflect on their perception of others.

My primary task was to find an aesthetic style that kept the teenagers engaged all the way through the experience, and to make it appealing to the kids to participate of their own volition.

**Skills:** User Interface Design, Game design, Visual style, programming



## Regionsbattle as designer

Danske regioner wanted to raise awareness of the upcoming election for the regional councils in the five regions in Denmark.

The task was to educate players on the roles of the danish regions and motivate them to cast their own vote (vote attendance is usually low for regional elections).

**Skills:** Content writing, Product Design, game design

## VELKOMMEN TIL REGIONSATTLE

Dette er spillet hvor du og dine venner kan få testet jeres viden om regionernes arbejde, og samtidigt få mulighed for at få banket på plads hvem der ved mest.

**HVILKEN REGION DELTAGER DU FOR?**

**START MED AT QUIZZE**

**UDFORDER EN VEN TIL QUIZBATTLE**

**INVITER EN VEN**



## Lakridsmanden as lead game designer

The company Child Experience Design had secured soft funding for developing a flagship game for their new platform Hopspots that uses wireless interactive tiles that enables the students in finding new ways to configure the game's user interface.

Lakridsmanden is a game that tries to push the boundaries for interactive design by fusing mystery genre games with digital platforms, where the student's cognitive and physical abilities are challenged as they try to master the game.

Pelle's role was converting the novel "Lakridsmanden" by Louis Jensen into a full-scale game that utilized and demonstrated the excellent features of the HopSpots platform.

Lakridsmanden is still being sold as a part of the Hopspot solution.

**Skills:** User research, UX-design, Game direction



# THE SLUM CHALLENGE

## The Slum Challenge as production manager

The Slum Challenge is an interactive video story where you play through the day of a Filipino boy as it unfolds in the slums of Manila. The filmmakers behind the interactive story were only skilled in story making and filming so Pelle was attached to the project as a production manager with the necessary skills to make it into an online experience.

Knowledge of UX and web development helped him identify the necessary skills for the team and hire the right people and steer the project to a satisfying release.

The project ended up getting international attention and won the **European Youth Award**

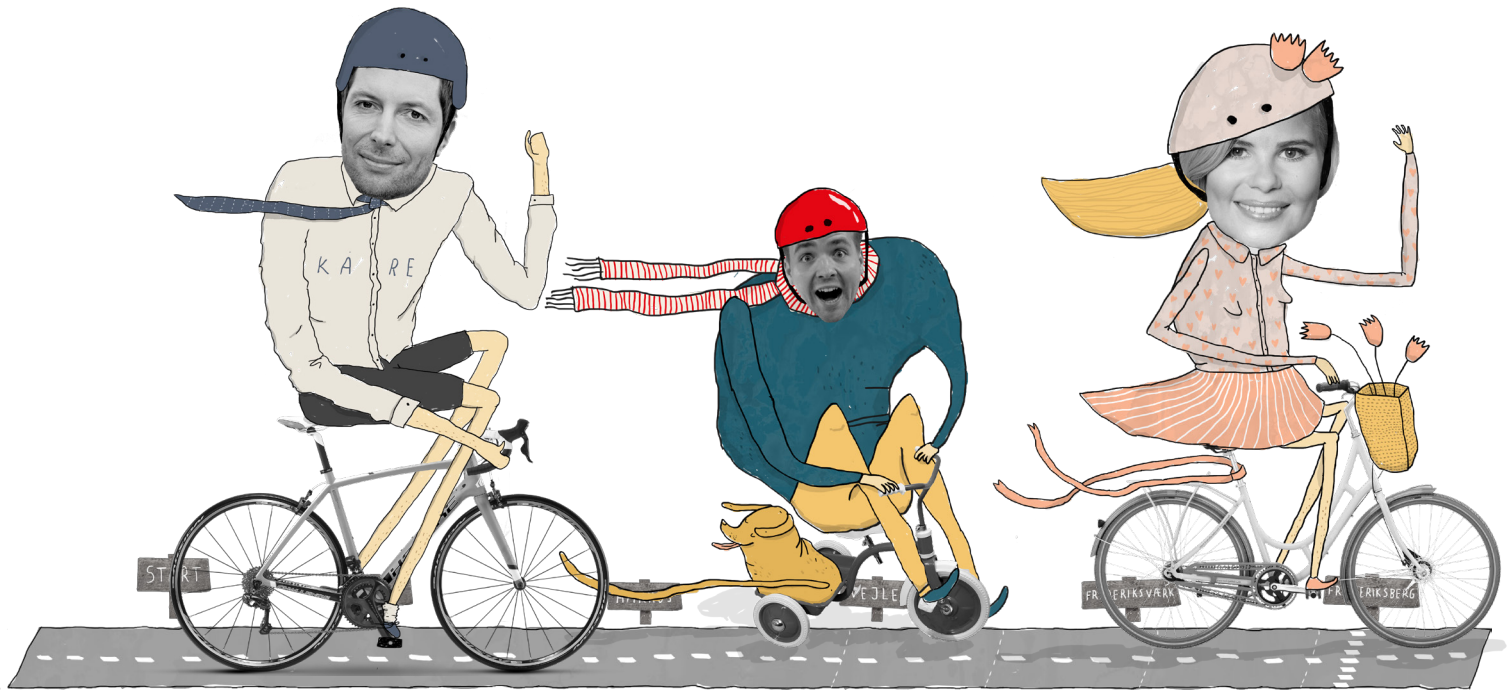
Project has managed to stay alive and is still used by teachers 9 years later:

**Skills:** Project management, Team Development, UI design,





View at vimeo: <https://vimeo.com/135648872>



## DR CYKELSPILLET as designer/developer

Cykelspillet is a competitive game installation designed for Danmarks Radios stand at Top Danmark Rundt (2015). The game lets participants compete in a two minute race

My primary task was creating a frictionless and intuitive way for users to interact with the installation using only the pedals on the bikes attached to the installation. The final solution focused on providing a simple information structure that guided the user through the startup of the game.

The installation ran successfully on all stands along the route.

Anecdote: I managed to out-math a math professor and a principal systems architect when solving a complex algorithm for showing player progress on screen.

### Core responsibilities

UX, Interaction design, interface design, programming, Animation







## Mars Base as game director / producer

Imagine being a NASA engineer and having to help an astronaut on Mars who is alone on a faulty base. This game puts the students in the role of these engineers who have to think up solutions that can be uploaded as blueprints using whatever is at hand. The Lead Engineer (the teacher) might hand out LEGO, Little Bits or whatever the school is using in their STEM education. The students come up with solutions but the Lead Engineer have the final say and is the only one who has the keys for unlocking the next levels of the (digital) game.

This project was invented and pitched as a solution for providing a context for using school makerlabs. The schools involved has frustrations activating their students when they were in the maker labs.

With a thorough analysis based on an assumption that the makerlab in it self don't motivate students to be creative, Pelle decided to take an narrative approach to provide an engaging context, where the makerlab could be framed as something else than a classroom. It ended up with a user analysis where light roles for the students (NASA-engineers) and a setting made them highly motivated for solving tasks.

Pelle acted as Game director and producer and managed to set the right team for delivering the complete game. Mars Base gave tremendous value to teachers trying to find some useful context for getting their students engaged in using the school's maker labs.

Working within a K12 context taught Pelle new things about onboarding and how to design experiences for supporting specific learning activities without tying the game down to a specific curriculum.

Mars Base was built in Unity3D and published for Desktop but had support AR apps on android and IOS

**Skills:** Task analysis, wireframing, visual style, Project management, Game design, Unity3D, Art Direction, UX design





View at vimeo: <https://vimeo.com/34897498>



## Retraining game for paralyzed stroke patients as producer

Gamifying the training of motor skills for paralyzed (stroke) patients has the potential to reduce the spending on physiotherapists if it would prove possible to set up training software that could facilitate this training.

Pelle designed and project-managed five small games that utilize a custom-made 1D scanner that reads the user's movements. Each game could customize its sensitivity to accommodate the user's current ability to move. The user's scores are recorded in a centralized database and the physiotherapist is able to track progress from off-site and even increase the games difficulty to retain the optimal sense of "flow" for the patient.

The project had two primary users with different sets of interests; The physiotherapists who would like to track user progress without being physically present and the patient who should be motivated to train without a physiotherapist present. Flow theory was applied for the patient to design an experience that kept them engaged longer (every training session counts). The focus on the physiotherapist supervisor was on information architecture and ease of understanding regarding patient progress.

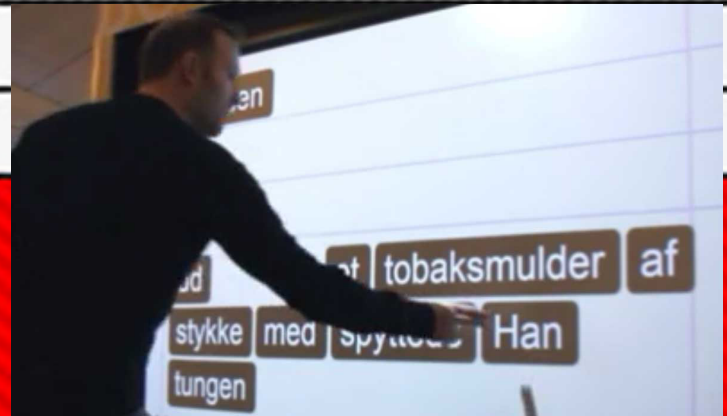
The project succeeded in motivating patients for training even without the presence of a physiotherapist and a lot of man-hours were saved when therapists could track users motor skills from their offices.

Working on such a project has helped improve Pelle's skills in designing for non-standard technologies and users with limited mobility (and sometimes cognitive deficiencies).

**Skills:** Team management, interaction design, graphics design, Use case modelling, UX writing, instructional design

Just bought a sandwich at

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View at vimeo: <https://vimeo.com/59394477>

## Spot the Phrase and EMO as designer, developer and owner

Spot the Phrase is the first IOS game developed and published by Pelle. It was self-funded and published at iTunes in late 2013. The game lets the player try to put words into order and recreate the original phrase from before the words were shuffled.

Pelle was the sole developer on the project and as such responsible for the whole product from inception to release.

Spot the Phrase was used also used as white label with a bespoke version running in Libraries on interactive screens, and later the project was used for a vertical slice demo where the functionalities helped drive a story forward. The vertical slice was funded by Spilordningen.

**Skills:** Product Design, UX, visual style, team management, programming, IOS-deployment



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## Games for WizeFloor as game designer and developer

The Alexandra Institute had developed an interactive floor where students interacted with the content by stepping on the (projected) screen and interactions were registered with a MS Kinect sensor.

The games were designed to train students in mathematical thinking and involved designing gameplay for a top-down view of a 3D world seen from the top. The project involved multiple design iterations to get the experience just right. Similar 3D-design projects were sparse as interactive floors usually end up being regular 2D.

Pelle developed two games based on interviews and workshops with math teachers where it was decided to focus on the students understanding of spatiality. User interactions were developed specifically for working with spatiality and user tests were continually used to ensure that the "game-feel" was present while they still learned something.

The games have proven a lasting success on the platform and are still being sold with the Wizefloor platform.

**Skills:** Product Design, User workshops, Visual Style, User interface design, UX, level design, graphic design, Unity3D







View at vimeo: <https://vimeo.com/37106745>



## Monsterball

as lead design, developer

A simple game. Quizmonster has hidden itself in your room. You better find a way to make it leave before the lights go out and you will visit the other children ... in its belly!

Rumor has it that kids have skipped dessert to play Monsterball. On Christmas Eve!

**Skills:** Visual style, narrative design, game directing, UX, interaction design, programming.

## Klimakatastrofen

as lead design, developer

Klimakatastrofen was made for DR for COPog.

DR wanted to raise awareness of climate change and the upcoming COPog in Copenhagen by using a humorous approach where the player assumes the role of a real climate bandit, Mr. Fusentasth.

**Skills:** Visual style, narrative design, game directing, UX, interaction design, programming.



## Spil historie

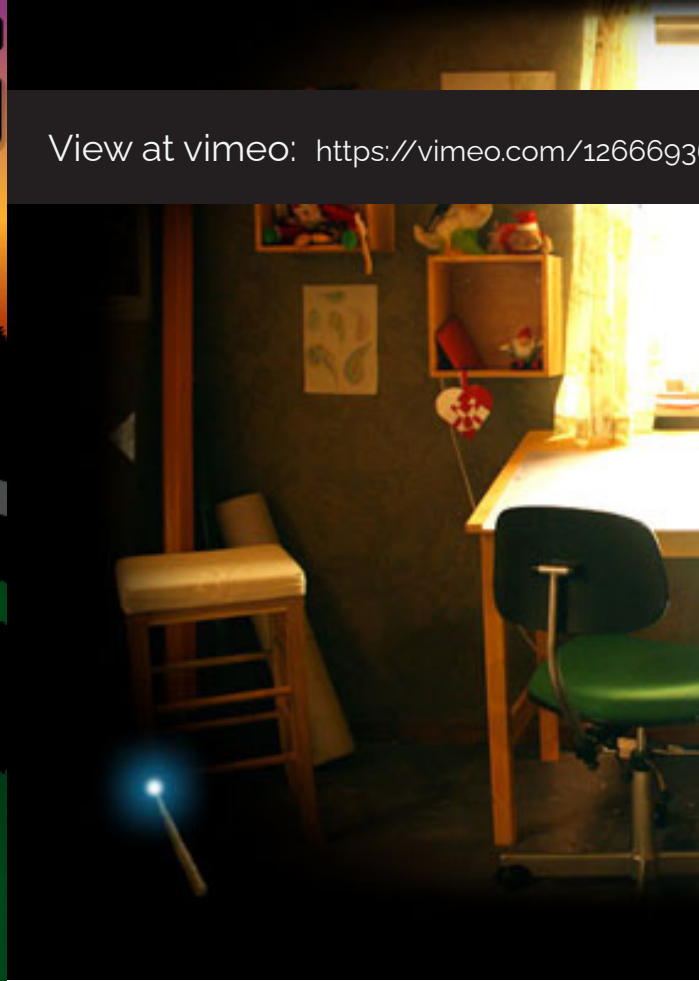
klik for at blive rig!

Highscore  
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View at vimeo: <https://vimeo.com/12666936>



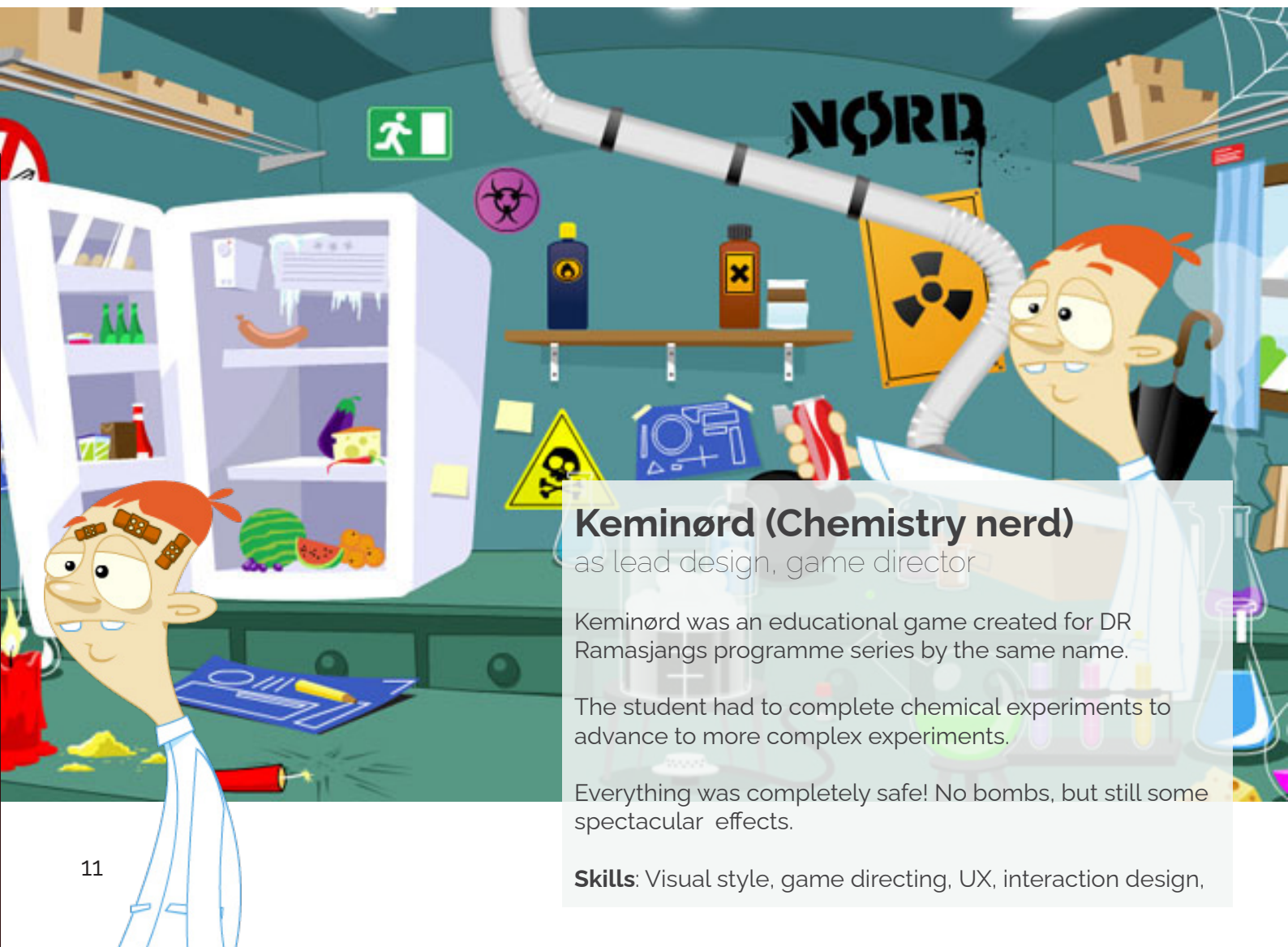
## Pagten (The pact)

as lead design, developer

The Pact was DR's christmas calender (2009) in 24 parts, where I designed and developed the interactive parts with extra content that viewers could access online.

The experience would unlock new content on each new date if the user could wield the magic wand successfully to open the lock.

**Skills:** Visual style, game directing, UX, interaction design,



## Keminørd (Chemistry nerd)

as lead design, game director

Keminørd was an educational game created for DR Ramasjangs programme series by the same name.

The student had to complete chemical experiments to advance to more complex experiments.

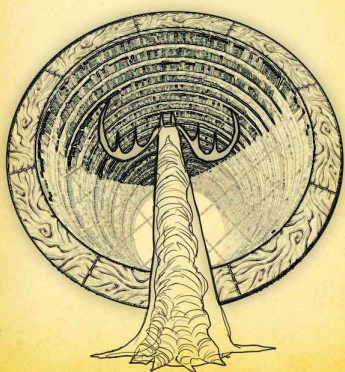
Everything was completely safe! No bombs, but still some spectacular effects.

**Skills:** Visual style, game directing, UX, interaction design,





*But the Well of Books has been sabotaged by HalSuhr*



## The Magical Library

as game director and producer

In Danish schools, a part of the curriculum is learning how to use a library and have a basic understanding of how to locate materials and how to find them in the library search engines. The school libraries were at a loss on how to engage students and retain their attention.

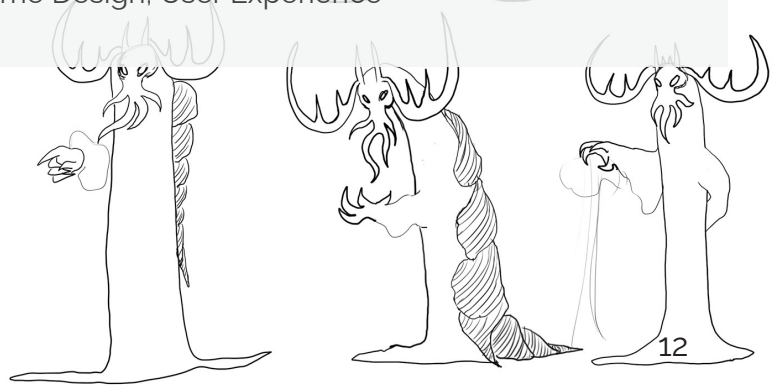
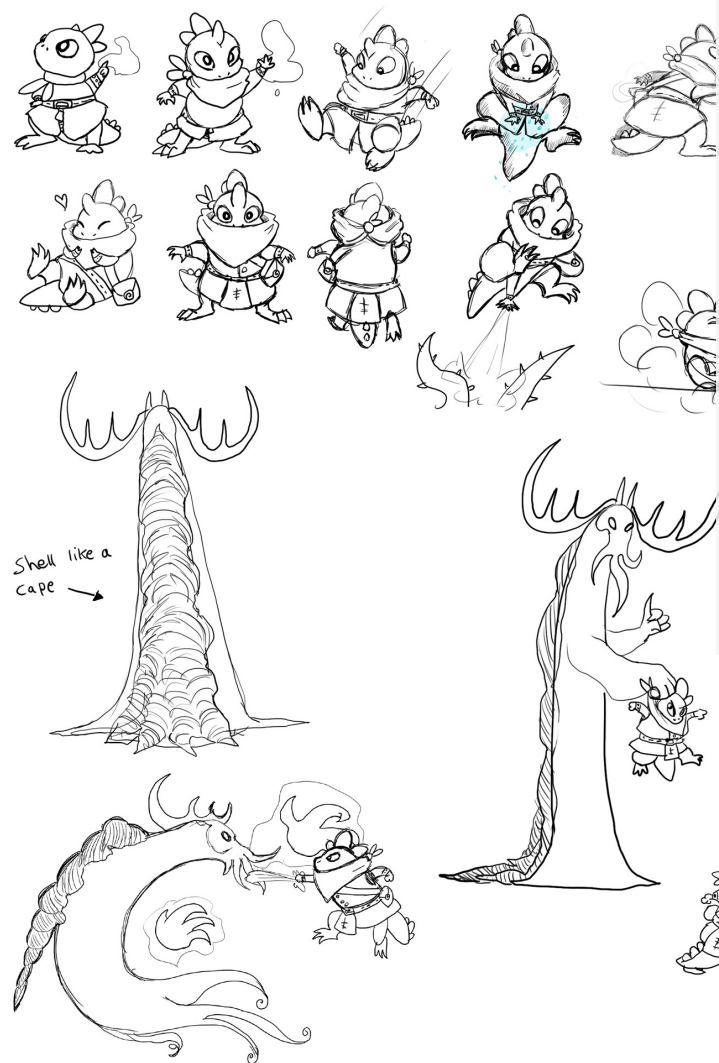
Pelle was given the task of creating a game-based solution that could engage the students and increase their participation while evolving their competence as library users.

The project was executed as an iterative process with short sprints as all parts of the curriculum were designed as minigames and presented to students to ensure valuable feedback for the next iteration.

He and his team created a game world with a fitting - fantasy - narrative with heroes, protagonists and antagonists where Pelle as the producer and creative director built the right team for the task and delivered a game that ran on PC, IOS and Android on the scheduled delivery date.

The game was well received and has been adapted nationwide by teachers and librarians and the attached story writer later published two books with the characters from the game.

**Skills:** User workshops, task analysis, Creative direction, content strategy, project management, Game Design, User Experience





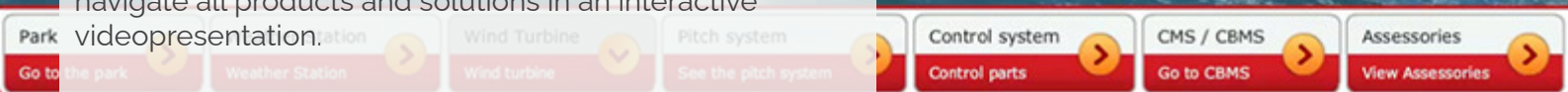
View at vimeo: <https://vimeo.com/66729741>

## Interactive product presentation

as lead design / developer

The customer wanted to explain their products and their individual role in windfarms. We designed an interactive exhibition stand where visitors could navigate all products and solutions in an interactive videopresentation.

**Skills:** Information architecture, User Interface Design, Tech research, UX, programming



## Visual calculator for a new stove

lead design / developer

### Beregn din besparelse og dit Co<sub>2</sub> udslip...

The customer needed a visual calculator as a part of the marketing campaign for their new stove.

**Skills:** Interaction design, development

1 Varmebehov:

Husets størrelse?



Hvor godt er huset isoleret?



2 Varmeudgift:

Hvordan opvarmes huset?

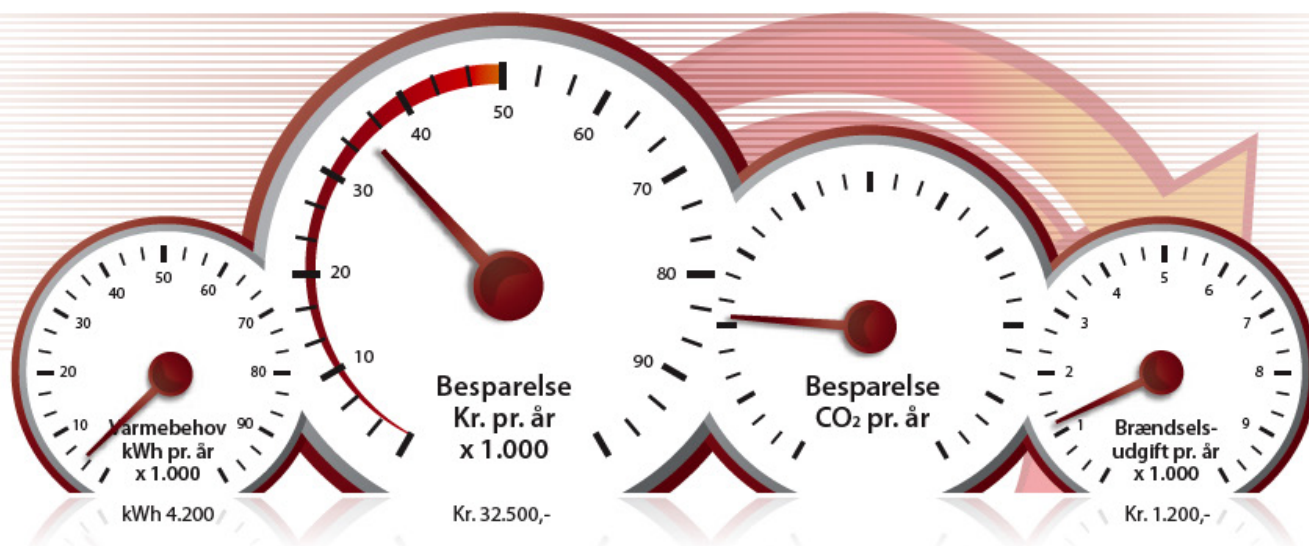


Hvor meget af huset skal  
brændeovnen opvarme?



Brændselsudgift:

Hvilket brænde bruges?







## Falken



### Falken er Danmarks hurtigste trærujsbane

Rutsjebaner bygget i træ er den mest originale slags, og du vil opleve, at der er stor forskel på rutsjebaner bygget i træ, og dem der er bygget af stål. Trærujsbanen er langt mere levende, og det gør, at hver tur er unik. Falken er den første trærujsbane i Danmark siden 1932, og hvert år kører den med sommer- og fartglade gæster en distance, der svarer til et smut til San Francisco og tilbage igen. Af sikkerhedsmæssige årsager er det desværre ikke tilladt for handicappede, der ikke kan evakuere sig selv, at prøve denne forlystelse.

## Interactive parkmaps as lead design / developer

Web-based interactive maps designed for product discovery and marketing for Danish amusement parks.

The task with such maps are usually clear on information architecture, as the physical design of the area is set. As such the business focus for the park map is focused on triggering a positive visceral response in the visitor. By using animation and cartoony visualisation to catch their interest the maps aim to catch interest and then provide useful information for the user so they can prepare their visit.

Faarup Sommerland

Novo Nordisk diabetes map

Legoland parkmap

**Skills:** User Interface Design, animation, programming, UX writing, project management.





## Synthetic visual data as developer

The customer needed to train a camera for recognizing and tracing packaged products but could not close down the facilities and use it for shooting those 3000+ images needed to train the camera (ML).

Pelle modelled a similar 3d Environment and programmed simulation logic to automate and randomize inventory amount and placement, varying light intensities and other distractions. The simulation generated a massive set of images usable for training the model for the cameras but at a lower cost than shutting down a physical area for a long time.

**Skills:** Unity3D (C#), Tech research

## Building site component tracking as developer

An IOS-based app for combining GPS and Augmented Reality to ease the process of tracking and delivering building components at a building site. The project helped the customer identify priorities for the project going forward.

Pelles involvement ranged from field studies, task analysis and researching the right tech for the prototype, and delivery of a full prototype.

**Skills:** Field studies, User Interface Design, Tech research, UX, IOS, Unity3D (C#), AR, IOS, Test flight







## VR Triage training simulator as lead designer and developer

Pelle designed and developed a VR simulation for training paramedics in triage. The simulation allowed the trainer to manage the simulation (triggering new events etc) while the paramedic was placed on the treadmill and had to handle the tasks given.

The project was made as a mobile facility with a VR treadmill that enabled the training of paramedics at their facilities instead of having them take days out to travel to training sites.

Pelle designed the VR simulation with Unity3D and developed an intuitive interface that made it easy for the trainers to differentiate realtime training for each participating paramedic in realtime.

**Skills:** Task analysis, user interviews, User Interface Design, Game design, UX, Unity3D (C#), Virtual Reality

