
NORDIC GAME 2025

MAY 23, 2025

MASTERCCLASS

FRIDAY

HOSTED BY THE MIGHTY DIAMONDS





WELCOME TO NORDIC GAME'S MASTERCLASS FRIDAY

On the final day of the upcoming Nordic Game Conference, NG25 Spring, Mighty Diamonds will host an exclusive masterclass bonanza featuring top games industry experts.

10:00 - 10:30: OPENING PANEL - GAME DEVELOPMENT IN 2025

11:00 - 13:00: WORKSHOPS - TRACK 1.

13:00 - 15:00: WORKSHOPS - TRACK 2.

15:30 - 16:30: FREE CONSULTATION (LIMITED SEATS)

16:00 - 18:00: AFTERWORK

[LEARN MORE](#) →

WORKSHOPS



TRACK 1 (11.00 - 13.00)

Nick Murray & Patrick Rose

DESIGN - PLAYER EXPERIENCE

Learn how to design for powerful player retention and monetization in free-to-play games. We'll explore psychology, player behavior and game mechanics to create engaging experiences that keep players coming back while driving revenue.

Jousef Gabro

CODE - MASTER YOUR WORKFLOW

Master Unity and streamline development with custom editor scripts, debugging shortcuts, and productivity hacks to help your team stay on schedule and deliver your game on time.

Lars Håhus

PRODUCTION - PLANNING TO EXECUTION

Understand the ins and outs of game production, from planning to execution. Gain insights into managing resources, timelines, and teams to keep your project on track and within budget.

Oscar Westberg

ART - FANTASY ARMOR DESIGN

Learn how to create memorable fantasy and medieval armor designs. We'll use reference, iteration, sketching and story to create armor designs that players will love to use.

Vivy Zhao

MARKETING - PITCHING YOUR FIRST GAME

Master the art of pitching your game to investors and publishers. Learn how to present your vision effectively, highlight the unique selling points, and secure the funding you need to bring your game to life.

TRACK 2 (13.00 - 15.00)

Geert Nellen

DESIGN - CHOOSING YOUR NEXT PROJECT

You've just made your fifth prototype, and they could all be amazing games. But how do you decide which project is worth committing to for the long run?

Gustav Carlberg

CODE - DEMYSTIFYING PORTING

Discover the critical decisions that ensure a smooth porting process and how to anticipate challenges before they arise through strategic planning and production awareness.

Robert Bäckström

START UP - A JOURNEY OF FREEDOM

Explore the essentials of running a game development startup, including team management, company structure, and growth strategies.

Danny Perez

ART - 10 RULES FOR SUCCESSFUL ART DIRECTION

This workshop discusses Art in the Gaming Industry, especially the role of Art Direction. Learn best practices and strategies to follow for successful visual design and development in gaming.

Rob Bartholomew

MARKETING - A UNIQUE IDENTITY

Discover how to craft a compelling brand and product identity that resonates with your target audience. Learn the essentials of branding and product positioning to make your game stand out.

MENTORS - MIGHTY DIAMONDS & FRIENDS



CASEY AL-KAISY

Product Director at Brink Gaming & Founder of Mighty Diamonds.



VIVY ZHAO

Business dev. consultant with over a decade of publishing experience.



PATRICK ROSE

Product Strategy & designer with expertise in player psychology.



DAVID THIER

Game Design, Marketing, and Comms experience across +40 titles.



Nick Murray

Free-to-Play game designer, meta-game systems & live ops.



GEERT NELLEN

Creative Director and studio management professional.



ROB BARTHOLOMEW

Product Management Consultant, former CPO at Creative Assembly.



ANDRÉ PERSSON

CMO at Starbreeze, +25 years of publishing and strategy experience.



ROBERT BÄCKSTRÖM

Producer, angel investor and entrepreneur with +10 titles.



OSCAR WESTBERG

Freelance illustrator & comic creator. Currently working on Esoteric Ebb.



LARS HÅHUS

Games advisor at Llama Lane, artist with 15y studio management exp.



LLAMA LANE



Gustav Carlberg

Technical Producer at Aurora Punks specialized in porting & technology.



Danny Perez

Studio Art Director at Starbreeze with 25 years of experience.



Jousef Gabro

Founder of Amberwing, designer, developer and technology expert.





ONLY
62€*

▶ For only 62 EUR* you get an entire Friday of masterclasses and free consultations in game design, art, code, pitching, and many more, plus a light lunch.
Register here: nordicgame.com/registration



▶ For Schools:
We are offering a special discount for schools buying more than 20 passes.
Contact sales@nordicgame.com for more info.

*All prices are including VAT, and has to be included in payment. Read about VAT right [here](#)





**Mighty
Diamonds**



All the important games industry news in
under 30 seconds every Friday at 9AM CET.

Scan QR code to subscribe!

giesweekly.substack.com



► Venue

Slagthuset: Jörgen Kocksgatan 7, 211 20 Malmö, Sweden

Conveniently located near Malmö Central Station, directly accessible from the train station at Copenhagen Airport and Copenhagen Central Station.

► Registration & info



nordicgame.com/registration

