

Lula Setahul

GAME DESIGNER

✉ lulasetahul.art@gmail.com

📍 London, United Kingdom

Profile

A dynamic and self-motivated multidisciplinary designer with a strong foundation in digital art and game design. With hands on experience in UI/UX design, motion graphics, concept art, systems design and game development documentation, I combine creativity with technical precision to turn ideas into engaging visual experiences. Always eager to develop my technical skills and challenge my creative abilities.

Employment History

Associate Game Designer, NaturalMotion, London

Mar 2026 — Present

Developing CSR3, the upcoming sequel to the successful CSR2 mobile racing franchise.

- Working within a AAA development pipeline, I collaborate with Product Managers and Senior Designers to design, implement, and iterate gameplay features based on stakeholder feedback.
- My responsibilities include balancing game economy and rewards systems to support player progression and engagement, creating and maintaining clear design documentation, and conducting regular playtesting to identify issues, validate design decisions, and refine the player experience.
- Experienced in using Jira and Confluence to manage tasks, document features, and collaborate effectively across large multidisciplinary teams.

Digital Designer, Re-Curated

Sept 2025 — Mar 2026

Brand Visualiser and graphic designer for small start up company.

- Developed digital content based on client brief and goals. Early campaign concepts generated with Adobe Firefly for client visualisation.
- Experience creating logos, motion graphics, brand themes and formatting content across print, website or social media platforms.
- Optimised and integrated content for different digital platforms and target audiences.

Game Designer, Royal Holloway University, Egham

Sept 2024 — May 2025

Advanced Final Project: Shadow Island (Demo Game)

- Researched and presented an original game game concept pitch in front of a live audience.
- Designed and integrated UI elements through UE5 UMG, including logos, prompt text, icons and menu buttons.
- Built a working game game prototype in UE5 using blueprints for simple game mechanics and connecting to a custom modelled 3D character.
- I used Procreate for hand drawn assets, Figma for wireframes and user flow layouts and various Adobe tools for final designs.

Skills

Adobe Creative Suite



Figma



Unity



Unreal Engine 5



AI workflow optimisation



Procreate



Miro



Hobbies

When I'm not designing, you'll usually find me playing the piano or guitar, painting, unwinding with cosy games, testing the latest TikTok recipes, or attempting to convince myself that I enjoy running...

Links

[Portfolio](#)

Sales Assistant, Tommy Hilfiger, Tewksbury

Oct 2025 — Mar 2026

Ensured customers had a positive experience and maintained company standards.

Barista, Curly Wurly, Sunningdale

Dec 2023 — Jul 2025

Worked in a small, independent coffee shop, delivering high quality service and following open and close procedures.

Education

Video Game Art and Design BA, Royal Holloway University of London, Egham

Sept 2022 — Jul 2025

1st Class Honours Degree

A Levels, Prince Henry's High School, Evesham

Sept 2018 — Mar 2020

Art (A*), Psychology (A), Film Studies (A)

Courses

Fundamentals of Digital Marketing, Google Certificate

Dec 2025 — Jan 2026

Making Change Media, Plymouth College of Art

Jun 2021 — Jul 2021

References

Zainab Khan from NaturalMotion

Zainab.khan@naturalmotion.com