

LEX LÜPKE

EXPERIENCE DESIGNER

"Once you stop learning, you start dying" - Albert Einstein

PROFESSIONAL PROFILE

I am a professionally qualified Designer with 15 years of experience in designing games, shows, events, and other interactive experiences for various companies. As the CEO and Creative Director of an award-winning Escape Room in Germany (www.nexus-exit.de), I have a passion for entertaining people and constantly pushing my limits in pursuit of excellence. I have a never-ending desire to learn and a diverse skill set that is valuable in the entertainment industry. I am seeking opportunities for networking and new challenges. Additionally, I am a professional Zombie Hunter.

CONTACT

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WEBSITE
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EDUCATION

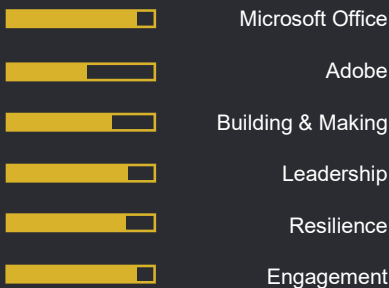
BA (HONS) SET DESIGN & PRODUCTION
UWTSD - Carmarthen | 2022 – ongoing

GAME DESIGNER
Games Academy - Frankfurt | 2007

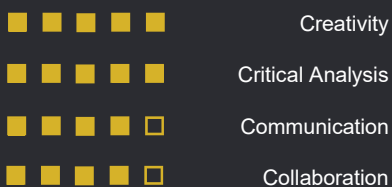
EVENT TECHNICIAN
Light Express - Frankfurt | 2002

TECHNICAL DIPLOMA
Ludwig Geissler School - Hanau | 1999

EXPERTISE / SKILLS



THE 4 C's



PROFESSIONAL EXPERIENCE

CREATIVE DIRECTOR

2016 – present

Nexus Exit

Gelnhausen, Germany

I founded the "Nexus Exit Live Adventure Center," one of the most highly regarded escape room companies in Germany to date. I raised the standard in interactive entertainment in the German escape room industry by combining immersive, environmental, and interactive storytelling with actors and a high level of attention to detail. I found a business partner who helped me take the company to the new level.

- *Learned to operate a company and mastered design*
- *Found my love for building things with my own hands*
- *Established myself as a design consultant*

DESIGN LECTURER

2011 - 2016

Various Schools & University's

All across Germany

As a lecturer, I taught game design in over 10 design-related institutions across Germany. I mentored many students who are now successful game designers in various industries worldwide. I inspired a love of lifelong learning in my students and was considered one of the top teachers in the German games industry.

- *Became a professional speaker*
- *Found my love for everlasting learning*
- *Incorporated gamification into my lectures and learned how design can impact people*

GAME DESIGNER

2008 - 2011

Several Game Developer Studios

All Across Germany

After graduating as a game designer, I founded a small independent game development studio, which failed. I then worked as a game designer for another studio, which went bankrupt. I next worked as an evangelist for a software studio, which I did not enjoy because my job lacked creativity.

- *Realized that I am not comfortable as an employer and need new challenges*
- *Discovered my likes and dislikes in the workplace*
- *Started to fully understand design as a whole*

EVENT MANAGER

2003 - 2007

Engage Entertainment

Hessen, Germany

After my vocational training as an event technician, it was clear that my career path was in the entertainment industry. I have always loved entertaining people, so I founded my first business as an event manager, running and hosting various events with varying levels of success.

- *Learned the basics of management & "the biz"*
- *Discovered my talent for entertaining people*
- *Laid the foundation for my future career in design*