



Who is Sense of Wonder?

Sense of Wonder is an independent game studio developing “smart fun” games. Founded in 2012 by two video game veterans with the mission to bring equity and commercial-quality excellence to the learning game space using free-to-play game techniques, it has a suite of independent video game titles and partners with subject-matter experts to render the latest in learning game science into fun-first digital form.

What are ‘fun-first’ learning games?

We refer to our games as “fun-first” or “smart fun” games out of a motivational approach to learning design. We believe that interest and motivation stimulate the most concentrated learning, and therefore if an experience fails to engage — especially a game — it has fundamentally failed as a product. Our games are grouped with games like *Civilization*, *SimCity*, and *Oregon Trail*, which deliver knowledge stealthily while being fun enough to play for pure entertainment. Our games will always first be available as consumer-facing games to be played voluntarily for pure fun, and secondarily placed in learning-focused environments to augment formal instruction.

Principals

Erin Hoffman-John, CEO (erin@makingwonder.com)

Erin Hoffman-John is the Chief Designer and CEO of Sense of Wonder, an independent mobile developer of “smart fun” games, and an Assistant Teaching Professor at Carnegie Mellon University’s Silicon Valley campus. Prior to these roles, she led game design at GlassLab, a three-year initiative to establish integrated formative assessment educational games, which was supported by the Bill and Melinda Gates Foundation and the Macarthur Foundation. Before GlassLab, she was a commercial video game designer for 15 years specializing in online worlds, social interaction design, and systems design. Her game credits include *Mars Generation One: Argubot Academy*, *Kung Fu Panda World*, *Doki-Doki Universe*, *Frontierville*, and more. She is also the author of a fantasy trilogy with Pyr Books.

Michal Todorovic, CTO (michal@makingwonder.com)

Sense of Wonder’s chief technologist has over 30 years of experience making commercial video games, and created Sense of Wonder’s online back-end technology. He has deployed online game technology to games with millions of users (*FarmVille*) and authored server technology for high-traffic online worlds and games (*GoPets*, *Snow Day*). His other game credits include *Labyrinth of Time*, *Pirates of the Caribbean*, and *Starfleet Command*.

Erin Hoffman
Cofounder & Chief Designer

Michal Todorovic
Cofounder & Chief Technologist

Erin Hoffman's Credits:
Kung Fu Panda World
Frontierville
DragonFishing
published fantasy author
lead designer @ Zynga 2010-2011
15 years making games

Michal Todorovic's Credits:
Civ. War
GoPets
zynga
founder @ Terra Nova, Warm & Fuzzy Logic
engineering director @ Zynga 2009-2012
25 years making games

Other Credits:
The Labyrinth of Time
Pirates of the Caribbean
FarmVille