

## Experience and Shipped Games-

**Senior UX/UI Designer***DreamBox Learning, LLC • 03/12 – 11/15*

Led UX/UI team in designing interfaces and experiences for DreamBox's 3rd – 7th grade math software, for Web and iPad. Supervised usability testing in area Boys & Girl Clubs and used test data to improve student engagement in lessons and global client.

- Drove improvements in lesson and global UX: Increased student engagement via humor, game-like math lessons, upgradable avatars, micro-games, and many levels of surprise and delight.
- Conceived, designed, scripted, and provided voice work for what has become DBL's most popular 3<sup>rd</sup> – 5<sup>th</sup> grade content: [Decimals Labs](#) [Fraction/Decimal Mini-golf](#) [Subtraction Squad](#)

**Senior Producer***Wizards of the Coast • 08/10 – 03/12*

Initially the Producer for Dungeons and Dragons official website, later promoted to Senior Producer for new, upcoming IP website and two online games. Responsible for budget, scheduling, and daily production management of internal teams and external relationships.

- Promoted to Senior Producer in eight months.
- Produced [online game](#) that exceeded play test expectations: Successfully engaged 80% of a demographic that does not typically play Trading Card Games.

**Graphic Designer***Microsoft, FUSE Studio • 05/10 – 08/10*

Responsible for conceptualizing designs and producing materials for XBOX.com by providing a visual style consistent with console style guide and branding requirements. Collaborated with in-house design team on web content creation and helped prioritize multiple simultaneous projects.

- Met aggressive ship date for XBOX.com website redesign, in time for pre-holiday launch.

**Creative Director***iWin • 04/09 – 01/10*

Hired specifically to design innovative new storytelling methods and play experiences for iWin's game catalog. Designed and produced "casual" PC download games, while mentoring 2nd party devs to achieve iWin's high product standards.

- Designed and produced a breakout game that expanded the boundaries of storytelling possibilities in the mystery/thriller genre. Penned original story that opened new levels of character empathy and narrative immersion in the casual game space. (Under NDA.)
- Researched and designed social networking games.

**Senior Producer & Game Designer***I-Play • 07/07 – 04/09*

Designed and produced "casual" PC download games, while acting as a senior producer for I-Play (formerly Oberon Media) Eastern European development teams. Authored and maintained all game documentation, including GDDs and project schedules.

- Salvaged runaway project headed for chopping block; redesigned and shipped in 8 weeks, saving company an excess of \$200,000.
- Improved design of original game when inheriting "Turbo" franchise and sequels, as supported by numerous industry reviews.
- Met company challenge of designing and producing innovative new game genre, tailored to resonate with women. (Under NDA.)

Shipped games: [Turbo Subs](#) [Turbo Fiesta](#) [Go-Go Gourmet](#) [Go-Go Gourmet: Chef of the Year](#)

**Game Designer & Producer***Say Design • 06/06 – 6/07*

Hired specifically to advance the level and scope of company's game development. Designed and produced multiple console, "casual" PC, and web games. Ensured all game projects met documentation, schedule, budgetary, and publisher requirements.

- Solely responsible for securing first WiiWare development deal offered to a third party dev, within the first two months of employment.
- Designed Sushiya - Ultimate Master, Simulation/Puzzle IP for Nintendo WiiWare. (Approved by Nintendo, unreleased by developer.)
- Designed Teppanyaki, an original Rhythm/Simulation IP for Nintendo DS. (Approved/funded by THQ, unreleased by publisher.)

Shipped game: [Solitaire Pop](#)

**Project Manager***PopCap Games • 03/05 – 03/06*

Managed PopCap's celebrated, award-winning casual video game projects. Ensured all concurrent projects met schedule, brand, and release requirements through the continuous supervision of interdepartmental team resources and third-party relationships.

- Served as unaccredited producer on Chuzzle, earning two major industry awards and over 3 million in sales across all platforms.
- Instituted new processes and practices that boosted 80% efficiency of interdepartmental communication, approvals, and compliance with PopCap's numerous, top-tier partner requirements. (AOL Games, Yahoo! Games, RealArcade, etc.)
- Was direct contact for PopCap's partners; managed product releases, press kits, game builds, and customized marketing assets.

Shipped games: [Chuzzle](#) [Feeding Frenzy 2](#) [Bonnie's Bookstore](#)

**Producer***Cranium • 06/04 – 03/05*

Directed the development of world-class marketing promotions that captured the play-experience of Cranium's best-selling and internationally award-winning board games. Supervised all promotional projects and met schedule, budgetary, and brand requirements, while concurrently managing all internal, cross-team resources and third-party relationships.

- Produced innovative Burger King, Toys 'R Us, and Pizza Hut marketing premiums that doubled product sales in one year.
- Established production infrastructure and marketing promotions deployment best business practices within first four months of hire.
- Maintained detailed project schedules and resource allocation. Identified and resolved potential conflicts.

Work samples: [www.maxarama.com](http://www.maxarama.com)

**Creative Director***Her Interactive • 03/01 – 06/04*

Responsible for the overall vision and development of the Nancy Drew series, the #1 top-selling PC adventure game franchise. Served as lead designer in game and information architecture: storylines, play pathways, puzzles and activities, UI, and special feature sets. Was reporting manager for Art Director, 3D Team, 2D Team, Character Design Team, Animators, Scriptwriter, and Music Composer. Responsible for creative resource hiring and annual performance evaluations, half-year reviews, and performance monitoring.

- Increased company's annual production and revenue by 100% within one year, with minimal increase in resources.
- Promoted from art director to creative director within first six months of employment.
- Shipped eight large-scope adventure games in less than four years.

Shipped games: [Nancy Drew: Treasure in the Royal Tower](#) [Nancy Drew: The Final Scene](#) [Nancy Drew: The Secret of the Scarlet Hand](#)  
[Nancy Drew: Ghost Dogs of Moon Lake](#) [Nancy Drew: The Haunted Carousel](#) [Nancy Drew: Danger on Deception Island](#)  
[Nancy Drew: The Secret of Shadow Ranch](#) [Nancy Drew: Curse of Blackmoore Manor](#)

## Online Art Director

AtomFilms • 11/99 – 12/00

Directed the creation and development of specialty web pages for AtomFilm's upscale entertainment media clients, that included: LucasFilm, Aardman Animation, and USC School of Cinema-Television. Provided management, training, scheduling, and art direction for the Design Team and its multiple projects.

- Lead development of HTML/Flash-enabled features and Marketing content.
- Provided versatile writing skills for functional specifications, copywriting and humorous captions.
- Provided creative collaboration and constant, clear communication of timely deliverables to project producers.

Work samples: [www.maxarama.com](http://www.maxarama.com)

## Online Producer

Humongous Entertainment • 07/98 – 11/99

Responsible for the creation and direction of Humongous.com's global vision and planning: information architecture, content and layout, development, community features, budget, micro/macro-level scheduling, and management of all Online Team members and projects.

- Promoted twice within one year of employment: From web designer, to art director, to online producer.
- Spearheaded site-wide redesign of from a placeholder website to a graphic-rich, family-friendly entertainment destination.
- Instituted new levels of communication and collaboration between the Online, Software Development, and Marketing Teams to promote strategic initiatives that benefited all departments.

Work samples: [www.maxarama.com](http://www.maxarama.com)

## Software Proficiency (Partial Listing)-

Photoshop	MS Office Suite
Corel DRAW	MS Project
Flash	MS Visio
HTML, CSS, JavaScript	InVision, Azure and other wireframe/prototyping applications
Premiere	VersionOne
Final Cut Express	Basecamp, Confluence, Asana and other wiki-based PM systems
Sound Booth	Jira, Redmine and other online bug-tracking systems

## Game Awards-

### PopCap Games

*Chuzzle Deluxe*

- Billboard Magazine's Digital Entertainment & Media Excellence Awards - 2005 Casual Game of the Year
- WSA Industry Achievement Award - 2005 Entertainment Product of the Year

### Her Interactive

*Nancy Drew: Curse of Blackmoore Manor*

- Parent's Choice 2004 Gold Honor - Software, ages 10-Up
- i-Parenting Media – 2004 Best Software Award

*Nancy Drew: The Secret of Shadow Ranch*

- Parent's Choice 2004 Silver Honor - Software, ages 10-16
- i-Parenting Media – 2004 Best Software Award
- Museum of Science, Boston - 2004 Top Choice Software Award

*Nancy Drew: Ghost Dogs of Moon Lake*

- Children's Software Revue - 2003 All Star Software Award
- Choosing Children's Software - Best Pick 2001, 5 out of 5 Stars
- Parent's Choice Gold Award - Best Software, ages 10-18

*Nancy Drew: Danger on Deception Island*

- i-Parenting Media – 2004 Best Software Award
- Parent's Choice 2003 Gold Award - Best Software, ages 10-18
- Museum of Science, Boston - 2003 Top Choice Software Award

*Nancy Drew: The Secret of the Scarlet Hand*

- Parent's Choice Gold Award 2002 – Best Software, ages 10-18
- National Parenting Center - Seal of Approval 2002

*Nancy Drew: The Haunted Carousel*

- Museum of Science, Boston - 2003 Top Choice Software Award
- Parent's Choice 2003 Gold Award, Best Software
- i-Parenting Media - 2003 Best Software Award

*Nancy Drew: Treasure in the Royal Tower*

- Parents' Choice - 2001 Software Gold Award
- National Parenting Center - Seal of Approval 2001
- Parent's Guide to Children's Media – 2001 Outstanding Achievement
- Amazon.com - Editor's Choice
- Amazon.com - Best Children's Software of 2001

*Nancy Drew: The Final Scene*

- Children's Software Revue - All Star Software 2002
- Amazon.com - Best Children's Software of 2001

## Cited in Publications-

### Writing for Multimedia and the Web: A Practical Guide to Content Development for Interactive Media

by Timothy Garrand  
Focal Press, July 21, 2006

### Digital Storytelling: A Creator's Guide to Interactive Entertainment

by Carolyn Handler Miller  
Focal Press, August 5, 2004