

Caitlin L. Conroy

Lead Game Designer

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EXPERIENCE

Zynga

May 2021 – Present

Lead Game Designer | Sep. 2022 - Present

Austin, TX

Star Wars: Hunters

- Manage day-to-day operation of the Narrative Design Department
- Restructured narrative design pipeline and processes, leading to increased efficiency
- Set quality standards for game and website text
- Develop seasonal narrative roadmap
- Pitch licensor on new characters and story ideas
- Led design for narrative systems and the Friends system
- Created all Narrative Design Department documentation
- Managed two designers
- Led hiring for freelance writing support
- Write copy for game and website, including VO scripts, cinematics, character profiles and backstories, and cosmetic text
- Edit game and website text for licensor feedback and quality standards

Senior Game Designer | May 2021 - Sep. 2022

Star Wars: Hunters

- Led design for unannounced mode
- Set content standards for cosmetics
- Contributed to live service content strategy
- Provided narrative design and copywriting
- Spoke on a panel at Star Wars Celebrations and was interviewed on the Live Stage

Electronic Arts - Maxis

Jun. 2019 – May 2021

Game Designer

Austin, TX

Sims 4

- Designed systems and content for The Sims 4: High School Years expansion pack
- Debugged software with internal tools

Unannounced Project

- Led feature prototyping team building weekly playable demos in Unreal Engine 4
- Implemented AI in software using Unreal Engine 4 Blueprints and Behavior Trees
- Pitched systems and content to stakeholders
- Designed and documented variety of systems

Electronic Arts - Red Crow

Feb. 2018 – Jun. 2019

Game Designer

Austin, TX

Star Wars: Rise to Power

- Led narrative design on project
- Prototyped narrative design system demo in Twine

The Simpsons: Tapped Out

- Product Owner for Christmas 2018 update: A Simpsons Christmas Special, and the mini-event Poochie's Dog Dayz
- Led design of multi-event structure, first used in A Simpsons Christmas Special and subsequently used for over thirty game events
- Balanced economy of Itchy and Scratch Land event
- Wrote A Classless Reunion event

Gameloft

Jul. 2014 – Feb. 2018

Narrative Producer | Mar. 2017 - Feb. 2018

New York, New York

- Led Narrative Design Department for global company
- Managed four Narrative Designers
- Restructured Narrative Design Department pipeline and processes, increasing productivity and collaboration
- Lead Narrative Designer for high-profile licensed projects, including: Paddington Run and The Blacklist: Conspiracy
- Lead Narrative Designer for Dragon Mania: Legends

Lead Narrative Designer | Sep. 2016 - Mar. 2017

- Lead Narrative Designer on Paddington Run and City Mania: Town Building Game
- Contributed writing for Modern Combat Versus

Narrative Designer | Jul. 2015 - Sep. 2016

- Lead Narrative Designer for The Blacklist: Conspiracy and Little Big City 2

Junior Narrative Designer | Jul. 2014 - Jul. 2015

- Narrative Designer on Dragon Mania Legends, CSI Slots, Puzzle Pets, Immortal Odyssey, Magna Memoria, and Order and Chaos 2: Redemption

Defy Media

Jul. 2013 – Feb. 2014

Assistant Producer

New York, New York

- Assisted in production of all games and apps for Smosh, at the time the number one channel on YouTube
- Helped successfully crowdfund Food Battle: The Game
- Pitched game and app ideas to Smosh

Next Island

Apr. 2011 – Jul. 2012

Production Manager

New York, New York

- Managed production of bi-monthly content releases for a science fiction MMORPG
- Coordinated schedules and resources between local design team and remote development team
- Created narratively-rich guides and walkthroughs for company website to aid new players
- Wrote and edited mission text for several original characters

EDUCATION

Earlham College

May, 2010

BA, English

Richmond, Indiana

SKILLS

Technical Skills

- Unreal Engine 4
- Blueprints Visual Scripting
- Prototyping in Engine
- Debugging Software

Design Skills

- Free-to-Play Design
- Narrative Design
- Systems Design
- Content Design
- Live Service Game Development
- Licensed Game Development
- Mobile/PC/Switch
- Product Ownership
- Competitive Analysis
- Creative Problem Solving

Leadership Skills

- Design Leadership
- People Management
- Mentoring
- Cross-Discipline Communication